



Developing **Brilliance**

Customer Excellence Overview

Developing Brilliance



People Development Solutions are our speciality. With over 20 years of experience in the design and delivery of world class development solutions, we have worked in a variety of organisations giving us the confidence to ensure whatever your requirements, we have the answer.

We aren't like other similar businesses. If you want endless powerpoint slides and embarrassing team-building exercises, you've come to the wrong place. We pride ourselves in being innovative, imaginative, engaging and exciting. We use real, honest and personal experiences to involve our clients that turn tedious obligatory training sessions, into a memorable, powerful experience.

No one should live to work. No one should work to live. We should just live. At Developing Brilliance we offer insight into how you and your company can not only be more successful and profitable, but how you can absolutely love what you are doing along the way.

Dan Brown, Founder and MD

As the founder and Managing Director of Developing Brilliance, Dan's career spans over 20 years of experience within the Learning and Development sector. Dan is an NLP Practitioner, DiSC Practitioner, Qualified Trainer, Executive Coach and Life Coach and uses his knowledge and expertise to create powerful, meaningful learning experiences. Having worked for some of the country's largest 'blue chip' companies, Dan made the conscious decision in 2011 to create his own L&D legacy, through the desire to teach individuals how to love what they do.



Our Aim

To provide engaging, relevant and intelligently designed performance development solutions.



Our Values

To be honest products of our own practice –looking to continuously improve our own performance.



Our Mission

To enable you to receive the very best learning & development solutions at realistic prices

Course Outline



Time	Subject	Overview
9.00	Introductions, scene setting & course overview	An overview of the session and initial discussion around the learning outcomes.
9.05	Current Reality - Are we easy to do business with?	A group discussion about the current reality. What do your customers want? What kind of feedback do you get from your customers? Are they happy with the level of service that they receive? Are there any patterns to the feedback that can be identified? Evidence from Harvard Business School suggests strongly that customers enjoy an effortless transaction. Do we make it effortless for our customers?
9.25	Accountability Ladder	As customers we respond positively to accountable behaviour. This short session will uncover what accountable behaviour looks and sounds like. For the customer interaction to be successful, it is highly important that we get this bit right.
9.50	Behavioural Preferences - Treating customers the way that they like to be treated.	A-walk-through of the four key Behavioural Preferences with the focus on how each preference likes to be communicated with. We will bust some myths about the different types of personalities we come in to contact with. We will also discover some new tools and techniques which build rapport with each of the personality types.
10.30	Comfort Break	
10.45	Perceptions Task	An interactive group task around the Behavioural Preferences to reinforce our discussions. We will look at rapport challenges between the Behavioural Preferences, creating the opportunity to accept and forgive why people think, behave and communicate differently. This enhances team working, conflict resolution and improved communication.
11.15	The Power of Words - Above the Line Language	An in-depth look at 'Above the Line Language'. The aim of this session is to create positive outcomes and emotions for our customers based on the words we choose to use. We will explore the psychology behind words and how they trigger emotional responses in other people. This session is mind blowing.

Time	Subject	Overview
12.00	Lunch	
13.00	Hot Buttons. (Fixer, Pacifier, Deserter, Fighter)	Each of us have 'Hot Buttons'. Those things that we see and hear that make us react with negative behaviour. Some of us are able to control our emotions easily and some us are not. During this session, each delegate will complete a short questionnaire which will help the delegate to understand which behaviours are likely to displayed when their Hot Buttons have been pressed.
14.00	The right mindset. E + R = O	
14.30	Break	
14.45	Transactional Analysis	In this interactive session we will explore the Ego States of Parent-Adult-Child and learn how to use these to influence both the emotions and reactions of ourselves and our customers. When dealing with 'challenging' customers it is important that we can remain in control, appear assertive and empathise with the customer's issue.
15.30	The Peak End Rule	A customer will judge their experience on a series of peaks and troughs. These naturally occur during any interaction. This session will help the delegates to apply the Peak End Rule which is designed to leave the interaction on a highly positive note. Even if we haven't been able to solve their issue.
16.15	Action plan, recap & close	We will recap each of the learning outcomes and look for opportunities to begin the application. Delegates will be asked to complete an action plan to reinforce and embed the learning.
16.30	Course End	



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Developing brilliant individuals and high performance teams

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