

# People Reading Skills

## By Matthew James



Decide with Confidence

The need for a better understanding of oneself and others is crucial in today's fast paced business environment. Today's work environment demands a greater sense of interpersonal effectiveness in order to succeed. This programme will empower participants by giving them the ability to effectively understand the people they deal with in their everyday lives.

Whether you are trying to influence a customer, communicate with your peers, motivate your children or getting your ideas across to your boss, this programme will equip you with the ability to understand the psychological make-up of the person you are trying to communicate with. This ability and knowledge will give you a much better chance of success in your people interactions, even with difficult people.

### Learning Objectives

On completing this program, participants will be able to:

- Understand psychological types and preferences
- Understand the role that temperaments play in communication
- Discover your own unique temperament and behavioural blend through the Myers-Briggs Type Indicator (MBTI).
- Learn how to identify the thoughts and emotional scanners that drives behavior
- Learn the impact of surface and underlying beliefs in people
- Learn how to identify the emotional stressors in yourself and others
- Learn observational and questioning techniques on how to people read

### Course Outline

#### INTRODUCTION

- Understanding psychological types and preferences
- Introduction to the Myers-Briggs Type Indicator
- Understanding temperaments and personalities
- Understanding behavioural blends
- Personal MBTI Profiling exercise and evaluation
- Overcoming communication roadblocks

#### PEOPLE READING TECHNIQUES

- Understanding self perceptions and others' perceptions of you
- Using the MBTI to identify people's push and pull buttons

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- Understanding belief systems and values
- Iceberg beliefs versus surface beliefs
- Knowing what drives your emotions
- Identifying the emotional scanners in people and yourself
- People reading through observation skills
- People reading through questioning skills

## USING THE MBTI TO PEOPLE READ

- Understanding the 4 dichotomies
- Reading the Extraversion and Introversion types
- Reading the Sensing and Intuition types
- Reading the Feeling and Thinking types
- Reading the Judging and Perceiving types

## MOVING FORWARD

- Application of learning
- Tracking your own strengths and weaknesses for improvement
- Personal action plans

## Trainer Profile

Matthew holds a Bachelor in Mass Communications (University of Newcastle, NSW) and is a certified trainer by the Leadership Institute of America. He has twelve years of experience in public relations, corporate communications and media management. He started his professional career as a public relations practitioner at the Singapore Economic Development Board. During his five-year tenure at the board, he was involved in corporate communications, events management and editorial work. Matthew has extensive experience in conducting highly successful workshops in business writing, EQ and interpersonal skills, teambuilding, presentation skills and media relations. He also actively conducts training workshops in the region. He has been invited by global conglomerates to facilitate workshops in China, India, Thailand, Vietnam as well as Malaysia. Some of his local clients include Singtel, Chevron Texaco, Land Transport Authority, Nokia and the Singapore Police Force. Matthew is also a strong proponent in the development and understanding of the role that human behavioural science has to play in personal and organizational learning and development.

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**Date:** 27 June 2012, 9am – 5pm  
**Venue:** TBA

**Fee:** [  ] S\$530 (before GST) for D&B Subscriber [  ] S\$640 (before GST) for Non-subscriber  
(Includes materials, refreshments and lunch)

**EARLY BIRD – Fax in your registration before 27 May to receive a 10% off usual fee**  
**GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off usual fee**

**Fax the completed registration form to 6778 3853**

### Participant's Profile

**Name 1:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 2:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 3:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

### Company Information

**Name of Company:** \_\_\_\_\_  
**Address:** \_\_\_\_\_ **(Postal Code)** \_\_\_\_\_  
**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_  
**Liaison Officer:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

### Payment Information

[  ] D&B subscription units (Account no: \_\_\_\_\_)  
[  ] \* Cheque. *Please made payable to: Dun & Bradstreet (Singapore) Pte Ltd*  
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**Card no:** \_\_\_\_\_ **Expiry date:** \_\_\_\_\_  
**Signature:** \_\_\_\_\_ *(\*7% GST applies for cheque & credit card payment)*

### Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received.
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 7 working days before commencement is entitled to full refund of seminar charges (only applicable to cheque or credit card payment). No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. For D&B subscribers opting to pay through D&B subscription units, deductions would be made upon receipt of completed registration form. In the event of any postponement/cancellation of seminar by D&B; or withdrawal from seminar by participant(s), units deducted would not be credited. However, a replacement of seminar (of same value) would be given and to be utilized within 6 months.
4. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide a full refund to registrants who have made cheque/credit payment towards the event and such registrants shall have no claims against the company.
5. D&B reserves the right to change venue due to unforeseen circumstances.