



*“I’ve been in the training industry for 20 years and I’m convinced this is the best program I’ve ever seen.”*

**Yvon Dray** • Director of Training for Operations, Alcatel, Mexico City

## The Persuasive Communicator Methodology

The ideal workshop size is 12-16 participants in order to promote maximum interaction and learning. Since each participant has a personal case study subject, the methodology is appropriate for both in-company and public/open programs.

### Value Added

One exclusive benefit for participating in The Persuasive Communicator™ workshop is the possibility to gain access to **Persona** GLOBAL's proprietary expert system – the Gameplanning software.

This Gameplanning Profiling system allows former delegates to develop unlimited new actionable Gameplan profiles on specific individuals. Delegates with internet connection can access this Gameplanning Profile system anytime through **Persona** GLOBAL's online Assessment Center, located on **Persona** GLOBAL's website ([www.personaglobal.com](http://www.personaglobal.com)). For delegates without internet connection, they have the option to receive the same expert Gameplanning Profile via CD or USB flash drive. Finally those who have iPad, can download the PC Gameplan application through the app store.



**PC Gameplan**

Another optional value added of using **Persona** GLOBAL's Gameplanning software is the possibility to integrate benefits of a company's specific products and services into the Gameplanning software algorithm. What including benefits means is that after the workshop former delegate using the Gameplanning software can be primed at any time with specific benefits motivating to each person they need to influence. This enables the former delegate to offer each individual listener they are interacting with up to 5 appealing benefits for accepting an idea, product, or service. For the first time ever it is possible to leverage technology by applying interpersonal communication skills learned in the class room to the real world of a client's products, services or ideas.

The Gameplanning Profile system is a time tested virtual consultant enabling former delegates at any time to have the confidence to build trust and to communicate effectively!

## Unique Value Proposition for Trainers and Consultants

- **EASY-TO-UNDERSTAND.** Leader Guide and PowerPoint program gives the trainer full support in facilitating the workshop.
- **GLOBAL REACH.** Online Assessment Center enables 24/7 data collection and processing over the internet allowing distribution of feedback reports in multiple languages.
- **TRACK RECORD.** The Persuasive Communicator™ methodology has been tested and proven for more than 30 years in multiple cultures.

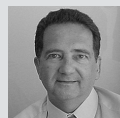
## Credentials

Researchers at Applied Communication Technology and San Francisco State University have validated **Persona** GLOBAL's Social Styles Model, based on data collected using the Social Styles questionnaire in numerous cultures, including England, Japan, New Zealand, Switzerland, and the United States.

Books written and based on Persona Global's Social Styles model include:

- **Mike Godfrey, Targeted Selling**, Competitive Edge Management Series, Australian Institute of Management MSW Training Centre Ltd., 1995, Prentice Hall Australia Pty Ltd.
- **Ph. Durreche & Ch. Dupont, Pourquoi l'autre est si c...ou l'Apologie de la difference**, 1994, Les Presses Du Management, Paris.
- **Dr. Alain Golay, Le Perso Regime, Personalities and Alimentary Behaviors in Obese Patients**, 1996 PAYOT. Researchers at Stanford University, and at the Department of Medicine, University Hospital, Geneva, Switzerland, studied the role of personality in eating habits.

### ABOUT THE AUTHOR



**Jon Gornstein**

Founder and President of **Persona** GLOBAL

**Jon Gornstein** has devoted his 30-year career to helping major multi-national corporations make changes in leadership and corporate culture, improve organizational alignment, enhance performance and strengthen communications. He has consulted in more than 48 countries to companies such as Abbott Labs, Disney, IBM, Glaxo SmithKline, Cathay Pacific Airways, Goldstar, and Hilton Hotels.



For more information about **Persona** GLOBAL's metrics and methodologies, please contact [Info@personaglobal.com](mailto:Info@personaglobal.com) or visit [www.personaglobal.com](http://www.personaglobal.com)

### ABOUT Persona GLOBAL

Persona GLOBAL is a worldwide provider of assessment tools and methodologies for corporations facing challenges in change leadership, communication, organizational alignment, sales, customer service and management. **Persona** GLOBAL's metrics and methodologies are currently available in 70+ countries; its programs have been translated in up to 38 languages. More than 1,400 certified **Persona** GLOBAL practitioners around the world serve their clients as strategic business partners.

### Corporations that have benefited from **Persona** GLOBAL's Programs include:

- BMW
- Applied Materials
- British Airways
- Mitsubishi
- Dell Computer
- Japan Airlines
- Disney
- IBM
- Credit Suisse
- Coca-Cola
- Alcatel
- American Express
- Hitachi
- Motorola
- SONY Music Entertainment