

“Learning to help others be their best has made a great impact on my job satisfaction, as well as on the team’s overall productivity. It’s amazing!”

Eunice Yang
HR Vice President - Motorola Electronics and Communications, Inc.

What You’ll Experience

◆ Leadership

- Understanding the principles of leadership
- Visioning—the driving force of leadership
- Communication and leadership—the consequences of good and poor communication

◆ Management Style

- Easiest and most difficult person to manage
- Introduction to management styles
 - Controlling, Promoting, Facilitating, and Analytical
- – Strengths and weaknesses of each style
- How people perceive you as a leader and a manager

◆ Trust and Empathy

- The Persona Trust Model
- Trust and leadership—understanding the relationship
- Ability for trust building—empathy projection
- Establishing rapport

◆ Change and Defensiveness

- Managing the four basic styles of management
- Needs of each style
- How each makes decisions
- How each uses time
- What weaknesses each needs to improve and minimize
- What motivates each style
- How each style reacts under tension
- Fostering growth and professionalism

ABOUT THE AUTHOR



Jon Gornstein

Founder and President of **Persona** GLOBAL®

The Persuasive Communicator® was developed by **Jon Gornstein** – the founder and President of **Persona** GLOBAL® who has devoted his 39-year career to helping multinational corporations make changes in leadership and corporate culture, improve organizational alignment, enhance performance and strengthen communications. He has consulted in more than 72 countries to companies such as Abbott Labs, Disney, IBM, Glaxo SmithKline, Cathay Pacific Airways, Goldstar, and Hilton Hotels.



For more information about **Persona** GLOBAL®, Inc.’s metrics and methodologies, please contact info@personaglobal.com or visit 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®, Inc.’s metrics and methodologies are currently available in 72+ countries; its programs have been translated in up to 38 languages. More than 1,700 certified **Persona** GLOBAL® practitioners around the world serve their clients as strategic business partners.

Corporations that have benefited from **Persona** GLOBAL® Programs include:

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