

## The 12-Month Communication and Culture Transformation Programme©

Many teams will want more than a single workshop. If you are looking to transform your team culture, we offer you this comprehensive programme for your organisation and teams. We will provide a full team culture and communication map and build a customised pathway for your 12-month journey with our training and coaching team.

Although this programme is customisable we have a few suggestions that are proved to lead to the culture transformation your team needs. This will include foundational 7 Life Languages™ workshops, and in-depth character and communication workshops. We will include conflict resolution/leadership development workshops and specialised one-on-one communication coaching with your leaders and participants. Your Managers and Leaders will become absorbed in Life Languages™ and the breadth of skills we provide. We will certify your HR Manager(s) or preferred Manager(s) to become certified to coach with the Life Languages™ and lead internal workshops. As Peter Drucker famously quoted; "Culture eats strategy for breakfast." At the end of the 12-months, your team will be equipped with the Communication Culture Transformation Programme© and your intercompany communication and culture will be transformed.



You and your team will know each other's 7 Life Languages™ Communication Styles



Team members will become effective in their communication with others as they:



We will customise this programme for your group. Your culture transformation outcomes can be achieved in a number of ways. This programme will:

- Help your leaders and team members better understand themselves through the 7 Life Languages™.
- Help your leaders and team members understand others through the 7 Life Languages™.
- Create pathways to effective intercompany communication.
- Empower the people in your business or organisation.
- Help your leaders to be intentional in developing people.
- Increase sales and ROI.
- Decrease turnover.
- Decrease misunderstandings.
- Reduce conflict.
- Create diversity training that will eradicate sub-cultures within your company.
- And many more benefits.

Enquire to find out more about The 12-month Communication Culture Transformation Programme© (This Programme can be delivered in 3 or 6 months as well.) This in-depth programme will transform your team culture, character, and communication through one-on-one coaching, group training, and ongoing support. We will train your HR Manager or preferred Leader(s) to become Certified with Life Languages™. They will then be empowered with all of the skills and tools to be able to lead internal Life Languages™ Workshops and coach people in their organisation using Life Languages™

# What is Poor Communication Costing your Team?

Poor communication costs businesses millions of dollars due to low productivity, conflict, and staff turnover. To be able to do any kind of work together, we need to communicate. We need to learn the skills to be understood and to understand what is being said to us. Any breakdown in communication can have significant costs to your business. The wrong product shipped to the client, a fight between two team members due to a misunderstanding, colleagues who don't trust each other, feelings that are hurt, a customer being told the wrong thing... All these can occur as a result of a problem in communication and hurt the reputation of your brand. The costs are quantifiable, too. The Holmes Report reviewed 400 corporations and found that in the largest corporations in the U.S. and the U.K., the price for communication barriers were around \$62 million in productivity in each corporation. If your business involves more than one person, in any capacity, whether as an employee or a client, you need to be able to communicate effectively. Communication allows you to engage people and build strong relationships. Ineffective communication is harmful to your business... Let's take a look!



**Time Loss** - Communication breakdowns lead to significant time losses and this can result in customers leaving. Time loss is frustrating and tangibly costs organisations. Time losses are often a consequence of miscommunication.

**Disputes and conflicts** - Workplace conflicts can result in absenteeism and people leaving their job. In fact, according to research, up to 50% of the reason people leave their job is due to disputes and conflict.



**Low employee engagement and productivity** - Communication breakdowns force people to give their time and attention to fixing the errors that should never have happened in the first place. Poor communication often leads to presenteeism where employees are at work but they are not fully present, engaged and unified as a team. Poor communication causes frustration and stress.

**Project failure** - Poor communication, if it's not detected on time, can lead to project failure. When a mistake is made early in the process and never caught, and thus the project continues on a faulty base.



**Decreased revenue** - According to The Holmes Report - corporations with leaders identified as highly effective communicators had up to 47% more returns to shareholders within a five year time span when compared to the corporations with the least effective communicators at the helm. Simply put - good communication pays.

**Unsafe and unhealthy work environments** - Poor communication contributes to unsafe and unhealthy work environments. Employees need to clearly understand what is expected of them and they want to be on a healthy cohesive team that is working together. Poor communication can lead to a lack of trust, low 'company buy-in', issues with occupational health and safety and more.



## Every Team's Big Need

Do you sense that communication styles and differences contribute to problems in your work place? Today the workplace is filled with people with diversity in age, cultural backgrounds, personal values, communication preferences and more. We speak to employers from all types of industries that exclaim that it's difficult to find committed, capable and character-centred employees. Some employees say that their boss or managers are not ethical or that they lack character as well. Character trumps a person's education, charisma, social standing, skills and even authenticity.



Six Figure Start in New York is an executive recruitment company and they are one of our clients. Co-founder Connie Thanasoulis-Cerrachio has hired thousands of people at all levels for organisations such as Citigroup, Pfizer and Merrill Lynch and she told us what her criteria is for hiring. Connie said that she would aim her interviews to ask questions that would help her learn about the person's character. She says that she always hires character over skill.

Individual's positive, productive communication styles and character qualities attract others to them. This is great for team culture. However, individual's negative non-productive communication styles and character qualities can either repel

people away from them or attract other negative or unhealthy people to them. This can contribute to the toxicity of your team culture. Every team's big need is to develop character-centred-communication.

## Blanket Solutions Don't Work With Communication

You can find many general tools that work on improving communication. They offer some solutions that can be effective for some people but not everyone. They don't especially help resolve conflicts between contrasting communication styles. These tools fall short when they simply prescribe what is happening and then they offer a blanket solution, like using a general script to communicate to introverted or extroverted people on a team. Why is this less effective? Everybody is different. What works for one individual may not work for another team member. Forcing everybody to adopt a specific communication approach can backfire and make some communication issues worse or create resentment among those team members who don't feel that their communication style is being respected. Other tools focus only on identifying different personalities but don't provide enough practical tools and they aren't sufficiently applicable



*The Holmes Report: total estimated cost of employee misunderstanding (including actions or errors of omission by employees who have misunderstood or were misinformed about company policies, business processes, job function or a combination of the three) in 100,000-employee companies, among 400 surveyed corporations in the U.S. and U.K. (average cost per company is \$62.4 million per year) 2. \$26,041: cumulative cost per worker per year due to productivity losses resulting from communications barriers 3. Companies that have leaders who are highly effective communicators had 47% higher total returns to shareholders over the last five years compared with firms that have leaders who are the least effective communicators' – The Holmes Report -*

*<https://www.holmesreport.com/latest/article/the-cost-of-poor-communications>*

# Success Stories



"Scott has led multiple workshops on values, building healthy cohesive teams and Life Languages that have really impacted our business. The Life Languages program has been invaluable. My experience with Scott Epp has been empowering and transformational. It has been a positive investment, and we are continuing to integrate Scott and the Life Languages tool into our training and development..."

Kevin Bergeron – President & CEO at MiEnergy

'Shokai Group had the Life Language Communication Workshop today delivered by Scott & Nicole. It was fantastic. They are very friendly, passionate, professional, patient and they made the training very interesting. Everyone liked it and I believe we got to know more about ourselves and our communication effectiveness. Before the training, I was the one who contacted Scott. He is really helpful and always responded quickly & clearly. We are looking forward to having another training by them. Many thanks to Scott & Nicole. :)'

Cynthia Xiang – Office Administrator at Shokai Group



'Everything that we did together was so accurate and right away as Scott and Nicole described the different Life Languages I was able to identify how the Life Languages showed up in my life. I really liked how I wasn't boxed in with the Life Languages... I want to thank Scott and Nicole for facilitating for us because it's an awesome dynamic having them both lead as they both have such a high level of mastery and understanding of it that when they share it and communicate it they are able to make it so relatable. They each were able to share their own experiences and that made a big difference for us.'

Stefan James - Internet Entrepreneur and Founder of Project Life Mastery

"We had Scott and Nicole lead our church leadership team with Life Languages and it was so good for our team culture. Things have shifted even a few hours after the training where team members are really beginning to understand themselves and how they communicate. This is the best investment that we have made with our team since planting our church. It's so good for team unity..."

Lynley Allan – Lead Pastor at Catch the Fire Church Auckland



We had a 'Life Languages' workshop with Scott from Breakthrough Corporate Training. It was so empowering for myself and our team to explore different communication styles and how we can better ourselves with our clients and families we work with. One thing that stood out for me is, why should we be 'good' with our communication when we can be absolutely 'GREAT' with our communication?! I highly recommend Scott – he is full of positive energy and so motivating!"

Funda Yolal – Director, Principal Psychologist at Tiny Terrors

'Learning about Life Languages has been fantastic because you get a feeling for who you are, who your partner and other people are get to know how to relate to them. This training and approach is a terrific way to learn how other people relate to you, how you stand in the world and it gives you confidence in who you are. This workshop by Scott and Nicole Epp has been extremely rewarding as it's shown me the Life Languages that I can improve in and build up. This workshop is a terrific experience and I recommend it highly.'

Bill Ashcroft – Professor at University of New South Wales



'As soon as Scott and Nicole brought out the charts and video I could see how much work they have put into learning about Life Languages and developing their teaching. It was beneficial to know that I have all these different languages but some are more dominant than others and to notice which Life Languages I should bring up during a necessary time. Learning about this gives you a lot of clarity on who you are, how you react and how you respond. Life Languages can be quite personal and Scott and Nicole are so amazing as we felt so comfortable going through the Life Languages with them.'

Tatiana James – Internet Entrepreneur and Founder of Luxx Health

'I've done a lot personality tests mainly through business. I have to say, the Life Languages is first profile that I've done that super resonated. The workshop has a nice pace and Scott and Nicole speak out of their heart and they speak out of what their strengths are which is great – so you get a real depth. Communication is everything. We are here to connect and communicate and this is an essential tool that you just have go through. I highly recommend Scott and Nicole and their Life Languages Communication Breakthrough Workshop.'

Jason Happy – National Facilities Manager at Kiwi Property Group Limited



Scott and Nicole both know Life Languages and their teaching almost intuitively and I appreciated the depth of knowledge that they had with their material. They present the material so well and they give such great examples and stories throughout their training. It was really surprising to me at how accurate my profile ended up and I would really recommend this course with Scott and Nicole to anyone that wants to know themselves more deeply, their colleagues at work and their personal lives.'

Jim Sockler – Manager, Programming and Statistics at Datapharm Australia

Read and watch more success stories at: [www.breakthroughcorporatetraining.com.au/communication](http://www.breakthroughcorporatetraining.com.au/communication)

# The Breakthrough Corporate Training Advantage

*We exist to empower leaders and teams to breakthrough and achieve their potential!*

Our core purpose is to empower leaders and teams to breakthrough and achieve their potential. Our core values reflect the depths of who we are. Our Core values are **Engagement, Breakthrough, and Passion**. Our nurture values reflect what we care about, and how we perform to achieve our goals. Our nurture values are **Relevance, Heart, Integrity, Presence, Truth, Courage, and Teamwork**.

Most of the time that we work with your team is spent activating what has been taught through interaction, activities, roll-plays, experiences, games, discussions and coaching. We have found that amazing content delivered with passion in a lively and engaging way boosts employee morale, retention and overall workplace satisfaction. Breakthrough Corporate Training has a strategic partnership with TransforMe and combined, we have over 70,000 hours of coaching/mentoring/training experience in organisations around the world. See some of our combined clients below. Our goal is to go over and above with our training by providing 2 or more trainers where possible. We aim to spend 50 - 75% of our time applying the learning. We don't offer every type of corporate training course but we are great at delivering the courses that we do offer. So give us a call or get an instant quote today. Find our details on the last page.

*10s of 1000s of People from Organisations in Sydney Australia and Around the World have Been Transformed Through our Talks, Corporate Training, Coaching and Mentoring*



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