

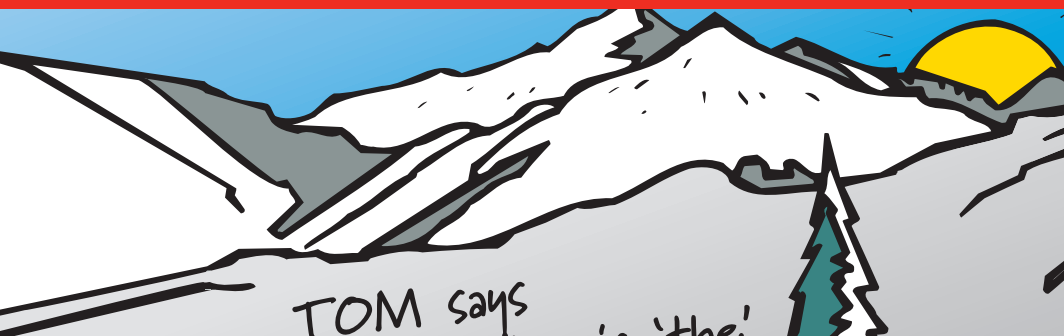
TOM

the Master Influencer



Customer Service

for Small to Medium Enterprises



TOM says
"Effective influencing is 'the'
key skill for succeeding in
life and business!"



Communication Training



Business Management



Networking



Meeting Skills

1 day 'Advanced Business Communication Workshop'

proudly presented by

EveryoneagreeswithTOM.com





Business Communication Workshop

Who would benefit from attending?

If you are a small to medium size business operator, manager, entrepreneur... if there are various parts to your role - marketing, sales, customer service... in fact, if you need to communicate with and influence other human beings, this workshop will be invaluable?

Why attend?

Whether you are buying or selling, managing or being managed, you need to be able to influence yourself or others to either 'buy into' your ideas, or buy your products.

In this highly interactive and practical workshop we will launch you on an amazing journey - how to use the simple and practical TOM concepts to create success in all aspects of your life and business.

- **Relationships** – build instant trust and rapport with others and create rewarding business and personal relationships. Ideal skills for small businesses and teams or making the most of networking groups.

- **Creativity** – in small or owner operated businesses, you often have to solve your own problems. In this workshop you will learn how to create innovative and practical solutions for any problem
- **Management** – facilitate the smooth running of any business process by using TOM coaching skills – on yourself and on others!
- **Motivation** – improve personal and business performance by understanding the behavioural motivations of self and others

Brief Workshop Outline

In practical and enjoyable interactive exercises (no 'chalk and talk' or death by PowerPoint!) we explore the 12 TOM Concepts from the perspective of understanding self, achieving results and maintaining healthy relationships.

We also touch on meeting skills, lifestyle balance and understanding different behavioural and communication styles, and especially 'how to influence them' – one to self, one to one, one to many.



1 Day Advanced

Business Communication Workshop - Agenda

Session 1

- **Advanced memory, coaching and training techniques.** Looking at Multiple Intelligences and how we can use them to become better communicators and influencers
- **TOM and the Triple 'A' Bridge** – Do I trust myself or others to get things done?
 - › **Trust** – how to build it
 - › **Objectives** – how I set VISTA objectives
 - › **Motivation** – how do I motivate myself and others?
- Learning to **Agree, Adapt and Assess** in every situation – with customers, staff, suppliers...



- **Behavioural Blends** – understanding different personalities and how to communicate with and influence them

Session 2

- **MAL, BJ and Personal Responsibility.** Looking at becoming more aware of exactly what it is you are responsible for: Do I Make, Assist or Let things happen, or Do I Blame and Justify why they haven't happened?



Session 3

Becoming a Master Influencer

- Now you will focus on **your** life and apply **all** the techniques learned so far
- Master the art of influencing anyone to do anything using the power of TOM and the What 4 Ladder!

Session 4

- **Consolidation and review** of workshop identifying learning points and plans
- **Setting real VISTA Outcomes** for future success in life and business. Yes, even if you work for someone else, you are in business – the business of selling your skills and time to an employer or customer

Plus regular networking breaks and exercises for practicing your new skills.

Everyone agrees with TOM!

More about TOM learning events

Small to medium size businesses can now have access to the same life and business changing workshops as their larger corporate cousins. Here are some quotes from business operators and entrepreneurs.

What clients are saying about TOM

Elizabeth Francis

**Regional Organiser
West Sussex - Federation of Small Businesses**

"The audience was immediately engaged and treated to an experience which was entertaining, fun yet extremely practical. An amazing presentation that had an uplifting and motivational impact!"

Richard Apps

**Partner, Robinson Low Francis
Construction and Property Consultants.**

"I was impressed with the overall approach and the results achieved. In particular there was an amazing improvement to the group's ability to remember names and other personal details on the first meeting with others. I am planning to incorporate a TOM session in my office training programme in the near future."

Carol Adams-Kirkham

**Tradewaves Consultancy, Sussex
Business Development and Support**

"At the Sussex Hub networking event in Brighton, participants were engaged and captivated from the moment the presentation began. The audience was an eclectic mix of small business owners who wanted to hear how they could improve their communication/rapport building techniques to achieve a higher rate of success."

Rick Richards

**Federation of Small Business
Leamington Spa**

"The TOM workshop was a highly motivating and interactive event in which the audience engaged in some simple, fun and practical techniques which they could use when dealing with their own customers. The feedback from the group was excellent and we were all left wanting more and wishing the session was actually longer!"

Michael Kingston

CarpetsBrighton.com

"I would highly recommend attendance on a TOM workshop. You won't have seen anything like it before and you will certainly enjoy and benefit from it, whatever the size of your business."

Phil Graves

Director, Graves Jenkins Real Estate

"The TOM workshop was first class in every way. With a small group of people and in a very short period of time, we all became communication experts! Everyone should take a slice of TOM to enhance their business skills"

CG

**Skills Learning and Development
One of the 'Big Four' accountancy firms,
London**

"Thought-provoking, powerful, learning a lot whilst having fun, energetic, memorable, genuine – the TOM concepts are so simple, yet so very effective... I have rarely witnessed such powerful and impactful presentations."

Read on to discover
why people are saying
these things...



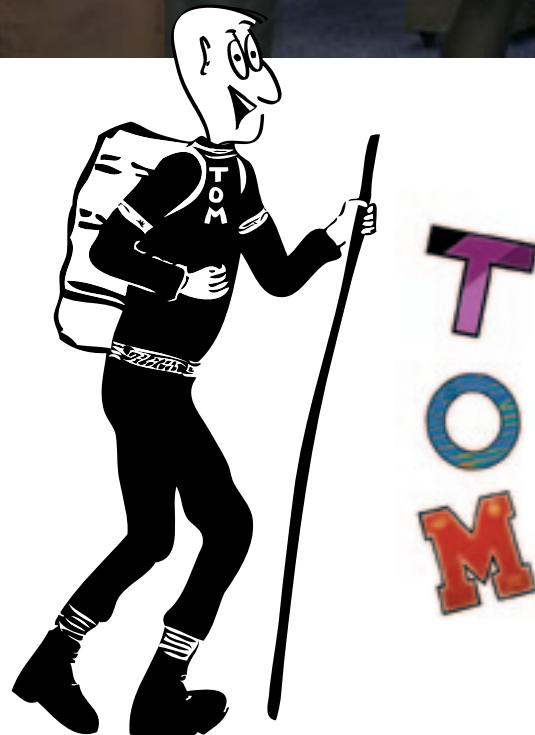
TOM Programmes

Based on the book *Everyone Agrees with TOM*© by Ross Page, the **TOM Leadership and Communication workshops and learning events** can be used as a fully integrated series... or... individual modules as the basis for tailoring bespoke programmes. They employ the latest in En-Lightning Learning© techniques and are designed to work with the human brain using Multiple Intelligences - the same rapid learning techniques that children employ for fast acquisition and integration of knowledge.

The main thrust of the TOM concept?

How to influence yourself and others to get things done while maintaining healthy relationships. This process is aided by three simple phases:

- 1) There are **Twelve Simple Foundation Concepts** which underpin all the TOM workshops and programmes
- 2) Modules built around these concepts are combined to create **Multi-Sensory Learning Experiences** in all aspects of effective and purposeful communication
- 3) The **TOM Learning Materials**, combined with pre and follow-up work, are designed to expand on these learning experiences, act as invaluable evaluation tools and aid embedding and integration of content.

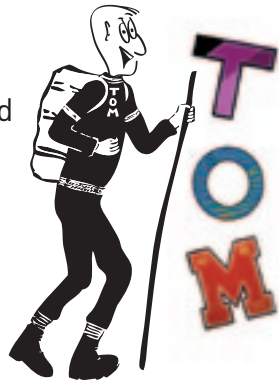


Everyone agrees with TOM!

The 12 Core TOM Models:

TOM©

Gain agreements with Trust, clear Objectives and compelling Motivation



PEA©

Build Trust by assessing Persona, Effectiveness and Acceptance

VISTA©

Set Visualised, Inspiring, Specific, Time-bound and Assessable objectives



WIIFU

Motivate with... What's in it for Us? - you, me, us, family, team, the world...

Lemon Man©

Multi-sensory learning, teaching, remembering, creating and acting



MAL and BJ©

Personal Responsibility. Do you Make, Assist and Let things happen or do you Blame and Justify because they haven't?

Triple 'A' Communication©

Agree with TOM, Adapt with TOM, Assess with TOM



Behavioural Blends©

Control, Perfect, Entertain, Mediate – 4 styles, many blends



Values Iceberg

Values drive behaviour, but do our behaviours match our values?

Pause Button©

Learning there is always time to pause and think before acting



The Whadayawant Girl©

Focussing on what we want (instead of the opposite!)

What 4 Feedback©

What happened?
What happened next?
What now?
What for?



Everyone agrees with TOM!

TOM International Ltd

Company Overview

TOM International is an organisation based on the principles discussed in the book 'Everyone Agrees with TOM!' by Ross Page. We suggest that life has two main challenges for us –

1. Getting things done and...
2. Enjoying that process

From these simple beliefs about life and business, TOM has grown into a range of **Learning Events, Learning Materials** and fully integrated **Training and Coaching Programmes**.

These programmes deliver the powerful TOM concepts while employing what Ross has named En-Lightning Learning techniques.

These techniques are designed to work with the human brain using its multiple streams of intelligence - the same rapid learning principles that children employ for fast acquisition and integration of knowledge.

At TOM International we work at all levels of organisations and across a whole range of industries where rapid and effective learning and behavioural change is of paramount importance. Whether it is motivational presentations, training or coaching, participants in TOM learning events *learn faster, retain longer* and *act sooner*.

Other TOM learning events

TOM is effective in any personal or business scenario. All the modules listed here are based on the **12 TOM Concepts** and can be delivered as is or adapted to create bespoke sessions to suit any person, team or organisation that requires influencing of self or others.

Doesn't that cover just about everything?

- TOM's guide to Personal Excellence
- TOM the Master of People Skills
- TOM Delivers Powerful Presentations
- TOM and En-lightning Training©
- TOM builds Tremendous Teams
- TOM Leads Change
- TOM the Time Traveller
- TOM the Meeting Master
- TOM Cares for Customers
- TOM the Self -Centred Salesman
- TOM the Competent Coach

...and there are more on the **TOM Leadership and Communication brochure...** OR, we can design something specifically to meet your needs. **Just ask!**



'We look forward to working with you to create a better life and a better world.'



TOM 
INTERNATIONAL
en⚡lightning learning
for life and business

Contact
office@everyoneagreeswithTOM.com
for more information
or call us on **+44 (0)1482 661 177**

Everyoneagreeswith**TOM**.com

