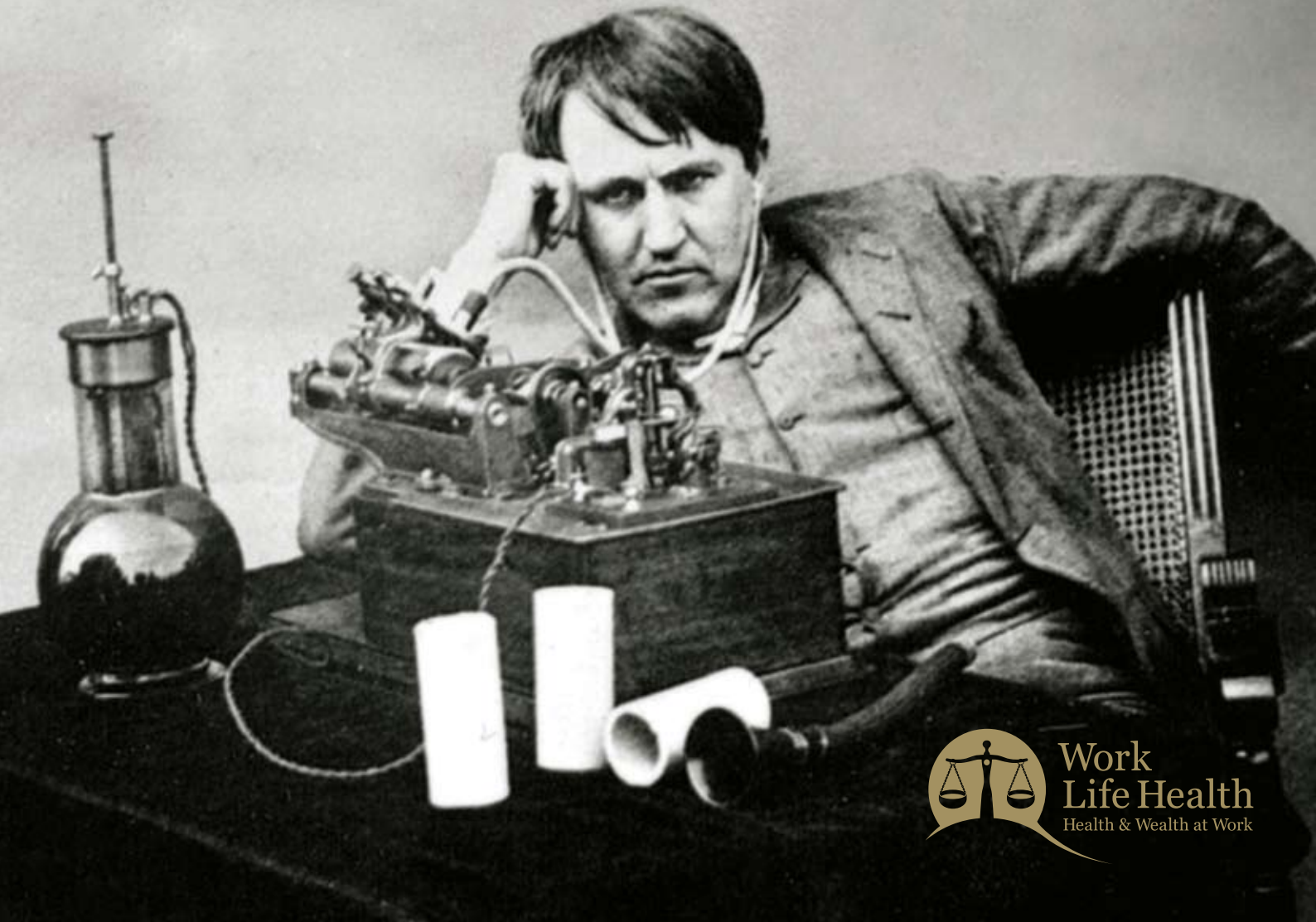




“Would you believe this man
lit up the World?”



The Platinum Rule® Behaviour Assessment toolkit

Learn how to use individual differences to build dynamic teams, raise energy, morale and profits; close more sales; and provide a better service to your customers.

“The Platinum Rule® is the priceless key to unlocking the door to empowerment, productivity and all business and personal relationships.”
Denis Waitley, Author, *Empires of The Mind & The Psychology of Winning*



Understanding yourself

“Do you and your employees really *know* and *understand* themselves and their *roles* in the organisation?”

If your staff are supported in *developing* themselves communication, cooperation, trust and productivity all improve significantly. In the current economic climate, holding onto the best employees in your business is one of the most important things that you can do to help your firm (CIPD, 2009). Use proven principles and bring about a culture change that will enhance your employee’s personal and professional development; heighten their EQ (emotional intelligence); see their communication skills transformed as they use elevated *NLP communication strategies* and listen as they apply *win-win* negotiation techniques.

“The lack of attention paid by managers to employees training and development needs is detrimental to long-term organisational and individual performance.” *CIPD survey, How Engaged are British Employees?*

A total of 20 million working days could be lost this year as a result of stress related absences from staff, according to research by the workplace consultancy Croner (New Business, May 2009).

- Enhance your personal and social relationships
- Engage your employees and raise staff morale and well-being
- Reduce absenteeism from sickness and increase motivation
- Increase your employees E.Q. and role-awareness in your organisation

Understanding your team

“Harbour the potential of *Talent Management*: are your managers *managing effectively* and are you missing out on *real talent* in your workplace?”

Businesses are in danger of *losing their future* leaders because they are not providing adequate training, (Chartered Management Institute research, May 2009). Do you really understand your team? Evidence and data shows that while some jobs require I.Q. for most jobs the highest impact on professional and personal life is E.Q. Learn how to *involve* your team and engage them in a way that will *generate committed teams* with employee buy-in. Discover how to accurately *identify and utilise* Talent Management; and manage real change for *maximum impact*.

“62% of employees surveyed reported that they felt their Managing Director or Chief Executive was out of touch with staff feelings.” *Chartered Management Institute*

“Training and development can have significant benefits such as increased staff motivation and retention.” Cranfield School of Management. *A Nurturing Talent Report, 2008*

*The Relationship managers and employers have with employees is by far and away the most important aspect of reducing stress at work’
Dr Sayeed Khan- Health & Safety Executive Podcast (March 2009)*

- Develop clear lines of communication
- Reduce stress and absence through increased morale
- Lead the way as your staff improves their E.Q.

Understanding your clients

“Are you able to *prioritise your market* and specifically *target the needs* of your clients?”

Product of psychological research and practical application, *The Platinum Rule®* is a *proven tool* that will enable you to easily identify and *dramatically improve* your *customer attraction* and *retention* rates. Learn how to *flexibly* meet the roles and responsibilities as communicators in business settings; *promote successfully* the distinctive benefits of your business; and *efficiently* attend to the needs of your clients.

“Don’t wait and become a *statistic...*”

... workplace absence is costing the average employer £666 per employee every year . The top three causes of work-related stress are reported as workload, management style and relationships at work. *2008 CIPD Annual Absence Survey.*

“...act now”

Get the edge

“What’s your *colour?*”

Since 1974, tens of thousands of people have *attracted* more friends and *accelerated* their professional careers by practising *The Platinum Rule®*. An easy to understand and apply system that will let you realise your potential giving you more of what you want saving you time.

After taking a brief online assessment you will receive your own personal 42 page Behavioural Profile. You will receive *training in understanding* others’ styles and how to adapt your communication by recognising if another person is behaving like a *Director, Socialiser, Relater* or *Thinker*.

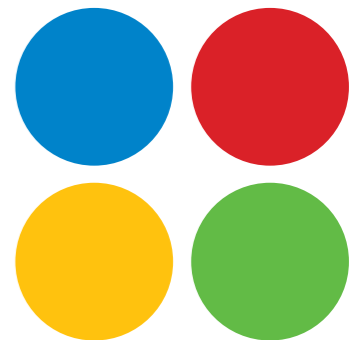
The sessions are delivered by *trainers qualified* in psychology based applications, accelerated learning and cutting edge communication techniques.

You will be able to shift the pace and focus of each conversation and *move to your outcome* in *multiple contexts faster*.

*“The significant problems we face cannot be solved at the same level of thinking we were at when we created them,”
Albert Einstein.*

- Maximise your *niche* in the market
- Effectively adapt to the current climate
- Giftedly enhance client attraction and retention

Each colour denotes a different behavioural style





Time to *Switch on*

It could be the difference
that makes the difference!

“It is currently more important than ever that you do not cut back on training and ensure that this is as effective and focused as possible. Many entrepreneurs believe that the better that staff are trained, the more successful a business will be.”

Newbusiness.co.uk April 2009



**Work
Life Health**
Health & Wealth at Work

“The *success* we receive is in direct proportion to our ability to understand and communicate with other people. *The Platinum Rule*[®] is the single most effective tool... the *win-win* we're all seeking.”

Tod Bernhart, Author, *The Five Rituals of Wealth*

Prudential Insurance Company, Siemens Microelectronics, 3M, Reuters News Service, Fujitsu, Toys “R” Us, Deutsche Bank, High Performance Network, Hallmark Cards Inc, Microsoft Corporation, Merrill Lynch,

GE, Motorola, Coca-Cola, IBM, Marriot Hotels, Ritz-Carlton Hotels and Johnson & Johnson are just some of the companies from a long list of clients who have implemented these principles into their businesses.

Discover how *The Platinum Rule*[®] can help you light up *your* organisation.

Call **NOW** for a **FREE** consultation on 01422 311 711 or email ruth@work-lifehealth.co.uk

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