



## Frontline *Skillworks*: Dealing with Diverse Personalities

WEBINAR – ON DEMAND WEB LINK & FREE CD ROM

**Thursday, September 30, 2010**

12 - 1:30 pm PT  
1 - 2:30 pm MT  
2 - 3:30 pm CT  
3 - 4:30 pm ET

Everyone is a people person, until people are the challenge. Simply treating others as you want to be treated can cause unforeseen problems among the diverse personalities you encounter every day. A “one-size-fits-all” approach, based on simply being nice, often isn’t enough to tackle tough interpersonal challenges. Technological advancements in brain mapping show individual personalities are vastly different. Mapping also demonstrates that perceptions have a much greater influence than originally thought.

A diverse workforce adapts better to change. Since banking is rapidly changing, updating your skills is vital to working effectively with the varied personalities of customers, co-workers, employees, supervisors, and managers. Learn how to double or triple your effectiveness working within a team/organization, leading a team, or helping team members become more sales-and-service oriented. Join us and save yourself time, effort, and aggravation in dealing with the personalities that challenge you daily.

**Continuing Education: Attendance verification for CE credits provided upon request.**

### HIGHLIGHTS

- Understand the new research behind the way perceptions are created and decisions are made
- Simple skills to deal with diverse personalities effectively
- Develop two easy, reliable methods for quickly assessing personalities in real time
- See why the facts aren’t enough when dealing with diverse personalities and what to do about it
- Learn more advanced skills showing how word choice and phrasing affect diverse personalities
- Alter how people interpret your message without changing one thing about the message



- Receive a basic, sample year-long activity plan aimed at positively influencing the different personalities around you (especially suited for supervisors, managers, and executives)
- Solve tough relational problems, including upset customers, without necessarily needing to solve the actual problem
- Help others to learn these skills – many are easy to teach
- See how these skills can distinguish you in the marketplace, workplace, and at home
- Ask the presenter about your most-challenging situations

## **WHO SHOULD ATTEND?**

This informative session is best suited for frontline employees who deal with customers on a daily basis, who supervise or train such staff, or who must resolve conflicts or tensions among employees. This includes tellers, CSRs, supervisors, branch managers, human resources staff, and trainers of sales and service skills. Bank employees who are directly responsible for frontline acceptance of any new change initiative, product rollout, IT integration, reorganization, or marketing or branding effort will also benefit. In short, bankers whose success is dependent upon how they influence customers, employees and co-workers will benefit.

### **MEET THE PRESENTER**

**Michael Lehr**  
**Young & Associates, Inc.**



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