



FULLYCONNECTED IN BUSINESS™

Nicholas Boothman

FullyConnected in Business

“What we have here is a failure to communicate,” goes a memorable line in the 1967 classic movie, *Cool Hand Luke*.

Effective communication means far more than just dotting the i's and crossing the t's in a letter or email. Communicating one's intentions is a fundamental component in success, whether it's making a sale or motivating employees, negotiating with suppliers or issuing instructions.

It's indispensable in business. Fortunately, it's a skill that can be learned.

FullyConnected in Business is a practical, real-world program that digs deep into the essential ingredients of effective communication and gives participants a big competitive advantage.

The Breakthroughs

Author Nicholas Boothman has spent years studying Neuro Linguistic Programming and has developed a program that helps people to:

- Connect with the other party and strengthen trust
- Get people talking and keep them engaged
- Give the other party a means to create images in their head that are exactly in line with your message
- Establish credibility
- Make it easy for the other party to say “yes”

4 Keys of FullyConnected in Business

How to Connect in Business

When you like a person - you tend to see the best in them and look for opportunities to say "yes" to them and their products, services, ideas, opinions, trainings - you name it. When you don't like them the opposite is true. And we make that decision in less than two seconds. It's illogical: but it's human nature.

The Communication Code

Effective communication requires the ability to both speak well and listen well. Learn how to better express your thoughts with the three golden rules for successful communication: trust, logic, and emotion. You will also learn how to get people talking and keep them talking by understanding the importance of giving feedback, staying focused, and finding common ground.

Talking in Colour

Talking in Colour shows you how to access your natural-born ability to use language to create memorable, mental images of your products, services, concepts and ideas. This will help your customers, colleagues, teams, managers, employees understand, remember and be moved by them in a flash.

Forever Gardening

It is estimated that the average person knows about 250 people. And each of those people knows, in turn, another 250 or so people. This section shows how to find and connect with new people and manage existing relationships.



Nicholas Boothman, Author

Nicholas Boothman spent more than two decades studying the ways in which human beings connect, communicate and collaborate. Today, he has been called 'one of the leading experts in face-to-face communication in the world' by John Tierney at the New York Times.

A former fashion and advertising photographer, he now shows businesses around the world how to naturally connect and build trust, from first impressions to lasting relationships, and all the communicating in-between.

His first two books, *How to Make People Like You in 90 Seconds or Less* and *How to Connect in Business in 90 Seconds or Less* have been translated into more than 20 languages and his programs are delivered by licensed trainers in North America, Europe and Asia.

Benefits

FullyConnected in Business participants will learn:

- How to make, keep and develop strong connections,
- How to form long-lasting business relationships,
- How to immediately establish trust,
- How to ensure that their message connects at both the logical and emotional levels,
- How to sharpen their motivational and interpersonal skills

Materials

- Program workbook
- Hard Cover Book – *How to Connect in Business in 90 Seconds or Less*
- Audio CD - Nicholas Boothman FullyConnected with a live audience
- Pocket Card – with tips and reminders

Sessions

FullyConnected in Business can be presented in several different methods:

- Two full days
- Four half days
- Any one of the four modules (half a day each)

FullyConnected in Business can be delivered to classes with as few as 10 participants to as many as you feel comfortable with. Keep in mind that by increasing the class size you increase the energy level – both yours and the participants'.