

“The Human Connection” for CEO’s & Key Executives

As a CEO himself, no one knows better than Tod Novak that time is a precious commodity to every CEO and manager. We live in a world where our interaction with other people defines the success of our business. To have positive interaction and make instant connections with people we must first realize that people are different and receive and give out information in different ways. Reliance on technology, particularly the Internet, cell phones and text messaging, has made all communication generic, void of any “human connection”, disregarding peoples differences in communication styles.

To be effective in our communication endeavors as managers or leaders, it is important to recognize and embrace people’s differences, and adapt our communication styles to these differences. In managing people there is no replacement for verbal, face to face communication. Mr. Novak’s program reveals **how to** gain the competitive edge in business by managing, motivating and retaining employees by communicating effectively with every generation. **Tod has designed a fun, solution based program to bring back the human connection to business.** In this highly interactive, customized, result orientated program the key points covered are:

The Human Connection reveals how to

- **reduce inter-office conflict**
- **reduce employee turnover**
- **learn how to handle difficult employees and customers,**
- **how to build instant rapport with employees and customers**
- **improve productivity**
- **develop effective coaches and managers**
- **learn to value and respect each others strengths**
- **how to build relationships and retain employees**
- **keep customers coming back**
- **how to get people to listen and respond to you**
- **how to motivate your team and keep them motivate**



Mr. Novak has developed “The Birds” which is a highly interactive, fun, unique method of defining the 4 communication styles (Eagle, Owl, Peacock, Dove) by using the right brain, which is visual and processes information in an intuitive and simultaneous way. By picturing the communication styles (and not having to analyze them), one can determine a communication style in 60 seconds or less, face to face, on the phone, or by email. Now adaptation to a person’s communication style becomes fun and easy, is retained and used and instant connections multiply and relationships strengthen. What results is means greater productivity and soaring successes in every area of life.

Value to attendees: They will leave with the ability to break out the electronic whirlwind of communication and make the human connection with each and every person they meet in person, over the phone or by email in 60 seconds. The result is an instant connection that builds rapport, trust, and meaningful relationships with employees as well as customers. Tod will show how to turn a business slow down into increase profits while de-stressing relationships .Novak’s method is content driven while being fun, easy to learn, and members will anxiously apply it immediately to every area of their business and personal lives. An 18 page workbook is included for every member to take home as well as a laminated memory card.