



People side of business

STRUCTOGRAM®

An educational system for success



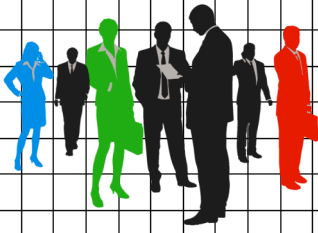
The cognitive Business....

The world is changing faster and faster, companies must adapt to changes that are strategically decided or imposed by standards and/or markets.

TRUST, the basis for the success of any organization or company, between internal stakeholders (from top management to the base employee) and external stakeholders (with customers and/or suppliers) has decreased significantly.

Through a quick and lasting learning of RELATIONSHIP COMPETENCE, we can reinstall a REAL TRUST between the different interlocutors. The purpose of this brochure is to introduce you to this system and some of its applications.

Foreword....



"Structogram :

A system that respects the identity of our employees and allows us to unite, within a team, a wide variety of skills and personalities capable of working in complementarity and harmony..."

J.P.

GE Belfort





The economic environment, with its heightened competitive intensity, forces any organization to constantly upgrade its activity through its processes and organization. This constraint is increased by the emergence of standards and regulations of all kinds (administrative, ecological, security, etc...) and increasingly significant.

These changes, presented as miraculous solutions (or the only possible alternatives), are perceived by your staff as constraints imposed with undeniable objectives, as a result of a lack of efficient communication and a loss of confidence in the "System".

STRUCTOGRAM® allows you to regain **TRUST**:

1. Within the Organization by a Relational Management able to mobilize the entire staff and involve them in the collective future,
2. With markets (Suppliers and Customers) through genuine partnership relationships capable of meeting common challenges for the well-being of each party.




Through our complementary experiences, we provide consulting and/or training to companies and/or organizations to support their operational processes:

-  Facilitate efficient communication at all levels of the company
-  Develop the leadership of managers and support them in taking up their positions or during major changes within their department,
-  Deploy Continuous Improvement initiatives....
-  Strengthen commercial skills of all types for the staff concerned (reception, assistance, salesmen, buyers, etc...)

The Cognitive Business

Self-knowledge makes it possible to acquire, through personal experimentation, knowledge of human behaviour. Increased awareness of the phenomenon of perception, this knowledge gives access to the recognition of the Other and then to the keys to Relational Competence.

This allows us to develop **relationships of trust** both internally and externally, which is a guarantee of personal and professional success. The basics of this one are:

-  The authenticity of the person, the manager and/or the salesperson: remain what we are, do not force yourself to adopt an ideal posture,
-  The recognition of the Other and the acceptance of what makes us different (this difference enriches the group of natural skills)
-  The specific knowledge of the message, mission and/or product (service) then makes it possible to: Communicate efficiently, Develop Relationship Management and/or Sell products or services adapted to the explicit and implicit needs of the Client).



The proof by 3 of knowledge... of being able to be



The evolution of the personality.

This book presents the greatest discovery of the human being: the evolution of our brain.

It presents the biostructural analysis, the basis of the STRUCTOGRAM® pedagogical system.

There is no specific personality for SUCCESS. Those who succeed:

- Present an optimal authenticity, that is, a harmony between the structure of their personality and that of their acquired behaviour.
- Have a very personal style and apply methods and techniques that suit them perfectly.

As a result, knowledge of one's own personality becomes an essential condition for a conscious strategy of long-term success.



The key to self-knowledge.

"Know yourself." This motto has been engraved on the pediment of the Temple of Apollo in Delphi for more than 2000 years.

To implement it objectively, the proposed analytical approach, with the help of a trainer, will help you to acquire the basics of human behaviour and to understand your own.



The key to understanding others.

Who understands others develops his relational efficiency and can thus rally them to his ideas and/or projects.

With the help of a trainer and the Triogram®, you will learn to recognize the different biostructures and develop efficient communication.



The key to understanding the Customer.

To succeed in a sales relationship, your authenticity and the recognition of your interlocutor are not enough to conclude. The product, service and your brand emit signals that produce different effects on different customers.

With a trainer, you will learn to understand and classify these effects and present them as benefits to the client.

Last born: RelationshipCompetence.



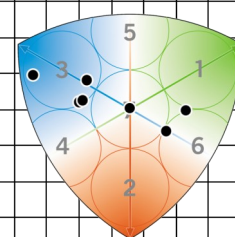
The 3rd module above also applies to management.

Indeed, a manager must "sell" a mission and methods to each of his employees according to their personality.

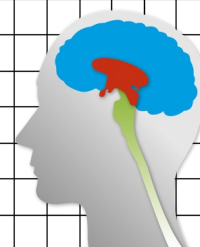
In this way, he obtains the natural motivation of each of them for a collective benefit at the team and company level.

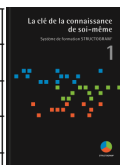
The "Relational Competence" workbook includes the 3 modules above and allows the trainer to add specific chapters and/or exercises.

These are the applications of the first 2 modules adapted to your needs. Trainees work on realistic cases for immediate application of what they have learned.



Optimize your teams' results by VALUING each of the personalities.





The Key to Self-knowledge

or Managing your personality



Target audience

Anyone who wants to increase their personal effectiveness both professionally and personally, who wants to communicate efficiently and/or strengthen their commercial or managerial skills.

Objectives

- To know human behaviour,
- Identify its natural potential and implement it on a daily basis in its actions and missions,
- Master your life, develop your assertiveness, manage your stress, manage your time, improve your learning, etc....

Pedagogical method

Biostructural analysis (self-analysis) is non-judgemental. It was developed in the late 1970s by the German anthropologist Rolf W. Schirm in connection with the theory of the tri-unique brain of biologist Paul MacLean.

The teaching method is essentially experimental, in 10 exercises, your natural behaviour is visualized via a coloured disc and a basic text describes different aspects of your personality in everyday language. Then personal work allows you to strengthen your personal knowledge and identify your natural potentials.

Programs

The 5 steps of the program are as follows:

- Develop your Structogram,
- Interpret your Structogram,
- Explore your biostructure,
- Accept your Structogram,
- Exploit the potential of your personality.

Registration process

Directly on the website www.structogram for individual registration or by contacting your approved trainer for a group.

Duration: 1 Day

From 8 to 15 people

The book "The Key to Self-Knowledge" is given to each participant.

Prices: please contact us.



Discover your identity and use your full potential....

The people side of business



The Key to understanding Others

or Understand your human environment

Target audience

Anyone who is in contact with others for any reason whatsoever: Employee, Executive, Salesperson, Manager, etc... Only one prerequisite: having completed the internship "The Key to Self-Knowledge".

Objectives

- Recognize the biostructure of the people around you: colleagues, teams, contacts, clients, etc...,
- Develop efficient communication and build trust with those around you,
- Facilitating collective work

Pedagogical method

The pedagogical method is essentially experimental. After having understood what the phenomenon of perception is and building on the knowledge gained in the 1st module, the trainees work in homogeneous sub-groups to find the characteristics of an unknown person they meet. Exercises on written descriptions and/or videos will reinforce what has been learned.

The Triogram[®], a representative map of the other, will be used to work on a group to visualize its complementarity and understand the relationships between its members.

Programs

The 5 steps of the program are as follows:

- The phenomenon of perception,
- From self-knowledge to knowledge of others,
- Recognize biostructures,
- Efficient communication with the other,
- Optimization of the group: what it is and how to work with it

Registration process

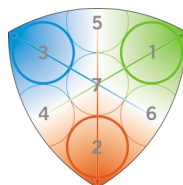
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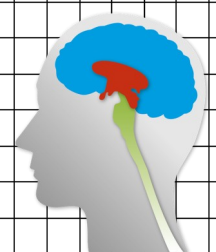
The book "The Key to Understanding Others" is given to each participant.

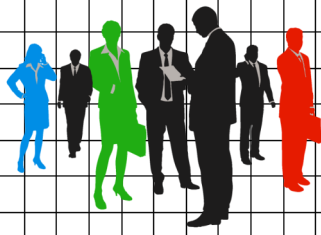
Prices: please contact us.



Place the Other on the Triogram[®] and adopt efficient communication...

The people side of business





"We at CREDIT SUISSE use the Structogram training system because our employees learn to transmit easily and quickly on the frequency that is best received by our customers. The result is better customer retention. Success proves us right."

Max B. Rauber
Vice Président
Training and Development
CREDIT SUISSE AG, Zürich



The Key to Understanding the Customer or Manage your Sales

Target audience

Any person with a commercial mission and/or representation in markets as well as people who work upstream on the presentation of products (marketing, etc...) Only one prerequisite: Having completed the courses "The Key to Self-Knowledge" and "The Key to Understanding Others".

Objectives

- Understand the links between the brand, the product and their perceptions by customers,
- Acquire a commercial competence based on trust,
- Learn to manage the 3 phases of the sale (contact, argumentation and conclusion of the sale) according to your Structogram and the Client's Triogram,
- Master your life, develop your assertiveness, manage your stress, manage your time, improve your learning, etc....

Pedagogical method

The pedagogical method is essentially experimental. Starting from the client's biostructure, subgroup work will allow us to acquire knowledge on the different aspects in the deed of sale. (motivations, needs, resistance and obstacles). Practical exercises on the trainees' own products will allow them to work on the arguments according to the biostructures.

Programs

The different stages of the program are as follows:

- The triad of relational effectiveness in sales,
- Recognize the reasons for decisions of the different biostructures,
- The different phases of the sale,
- The phases of the sale with regard to my Structogram,
- Succeeding in difficult phases for me.

Registration process

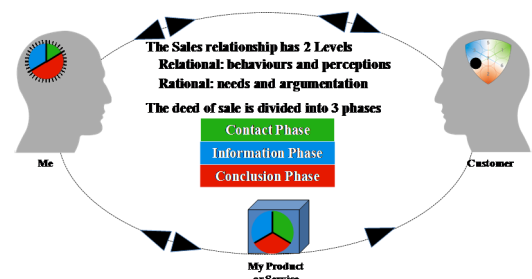
Contact the trainer of internships 1 and 2 or the website www.structogram

Duration: 2 days depending on the scope of the company's products/services.

From 8 to 15 people

The book "The key to Understanding Customer" is given to each participant.

Prices: please contact us.



SALE - TRUST is the only one that lasts.....

The people side of business





Relationship Competence

or Managing Continuous Progress

Target audience

Any manager, beginner or experienced, in charge of a department, a team, whatever its size.

No prerequisites are required

Objectives

- Define and understand your mission within an organization,
- Acquire the Relational Competence to communicate efficiently,
- Manage his employees individually within the group for which he is responsible to enable them to carry out their tasks with motivation,
- Lead your team to constantly improve through the acquisition of customizable methods, the implementation of relevant indicators and SMART objectives.

Pedagogical method

Preparatory work is required from trainees to collect real cases and experiences. The pedagogical method is experimental and based on the discovery in sub-groups of the main principles mentioned before putting them into practice through sub-group applications resulting from the previous work. The summary of the work of the sub-groups will be sent to each participant to complete its documentation.

Self-knowledge and recognition of others will be the pillars of training.

Programs

The different stages of the program are as follows:

- Knowledge of self and others (see pages 4 and 5),
- The triad of relational effectiveness in management,
- The keys to individual employee motivation,
- Indicators for current activity and SMART objectives for the future,
- Simple and effective tools for analysis and problem solving,
- Creativity and methods of continuous progress through biostructure.

Registration process

Contact the trainer of internships 1 and 2 or the website www.structogram

Duration: 4 to 5 days depending on the company's objectives. It can be facilitated in continuous session or in action-training.

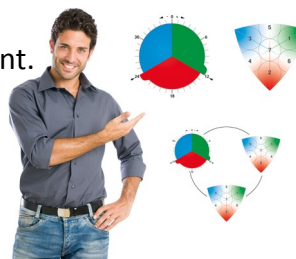
From 8 to 15 people

"Relational Competence" binder given to each participant.

Prices: please contact us.

Be "Facilitator" for your team members, you will succeed better....

The people side of business



"Before you write, learn to think.

What is well understood is clearly stated and the words to say it happen easily.

Hurry slowly, and without losing courage,

Twenty times on the job, hand in your work,

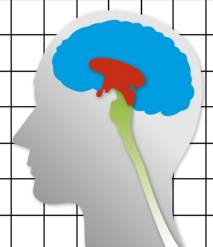
Polish it over and over again, and polish it again,

Sometimes add, and often delete. [...] ."

Nicolas Boileau

1636 - 1711

Poet, writer and critic.





Example of a presentation for an "analgésic"

Product strength: *Very fast action*

- For the reptilian brain-dominant doctor "avoid pain":
Argument/Benefit: the patient no longer suffers.
- For the doctor with a dominant limbic system "performance":
Argument/Benefit: Rapid results ("next please")
- For the neocortex-dominant physician "the technique":
Argument/Benefit: Efficiency through selective action of molecules.

Case of Change: Achieving the collective objective....

Strong point of the project: Adapting to markets, while preserving our values

- For a green dominance: "Improving working conditions"
Argument/Benefit: Taking into account the Human being and his well-being.
- For a red dominance "Seek performance":
Argument/Benefit: Efficient and rapid actions... Always more!
- For a blue dominance "Analyze processes":
Argument/Benefit: Precision of analysis to optimize processes.



Other training with STRUCTOGRAM® system

Personal development :

Individualized coaching, Emotional intelligence, Time management, Stress management, Conflict management, Mediation, etc...

Management :

Team Leader, Change Management, Remote Management, Service or Department Manager, Sales Management, etc...

Commercial : Reception and sale of advice in store, etc...

Some references



And soon YOU!...