



UNSHAKEABLE

C O M M U N I C A T I O N

**Communicating at a higher level for
resilience
and
empowerment**

The Unshakeable Scale

	STATE	% OF TIME AFFECTED BY PRICKLY CUSTOMERS
EMPOWERED	Unshakeable	0 - 20%
	Strong	20 - 40%
	Stable	40 - 60%
DIS-EMPOWERED	Stressed	60 - 80%
	Shakeable	80 - 100%

What is an Unshakeable Communicator?

- Unshakeable Communicators *courageously tackle difficult issues.*
- Unshakeable Communicators can choose to be unaffected by other people.
- They have unconditional Self-Esteem.
- They are empowered to choose how they respond.
- They know how to support and inspire their peers to be Unshakeable.
- *They are highly capable, optimistic, confident, innovative and engaged.*

What is a Shakeable Communicator?

- Shakeable Communicators often avoid tackling difficult issues.
- Shakeable Communicators can be negatively affected by other people.
- Their Self-Esteem is caught up in their performance.
- They are dis-empowered and often blame others for how they respond.
- They don't have strategies for supporting or inspiring their peers to be Unshakeable.

Benefits of developing Unshakeable Communicators:

Staff learn how to use questions to gain more clarity when communicating with peers and customers. They learn how to create and step into their best state for communicating effectively with customers. We explore meaning and perception, as well as advanced rapid rapport building skills.

- Unshakeable Communication is about showing staff how to support their peers and *make people the heart of the organisation*.
- Unshakeable Communicators can use both verbal and non-verbal strategies to build rapport with peers and customers.
- Unshakeable Communicators have the skills to identify and be conscious of emotions in others.
- Unshakeable Communicators have an understanding that others may perceive things in a differently to themselves.
- Unshakeable Communicators can use a variety of questioning techniques for more clear and accurate communication.

This means...

- Less stress claims
- Less absenteeism
- Less turnover

This means...

- Increased Customer Service
- Increased productivity
- Reduced staff costs

It's about helping your Staff to empower themselves so they can excel in the communications of the workplace. It means less chance of mis-communication, and more chance of Staff being on the same page.

Why Unshakeable Communication?

Unshakeable Communication is one of three components of the **Unshakeable at Work** program.

A *solutions* focused communication approach for staff to understand:

- How to ask questions to create more precise and fuller communication.
- How to use Meta-Questions for expanding awareness.
- Introduction to the three essential Communicating skills of Supporting, Listening and Questioning.



sue anderson

Unshakeable Communication Frameworks

Neuro-Semantics – developed by Dr. Michael and Bob Bodenhamer

Meta-Coaching – developed by Dr. L. Michael Hall and Michelle Duval

Neuro-Linguistic Programming (NLP) – John Grinder & Richard Bandler

Unbullyable – developed by Sue Anderson

Growth Mindset – developed by Professor Carol Dweck

Proposed Content of Unshakeable Communication

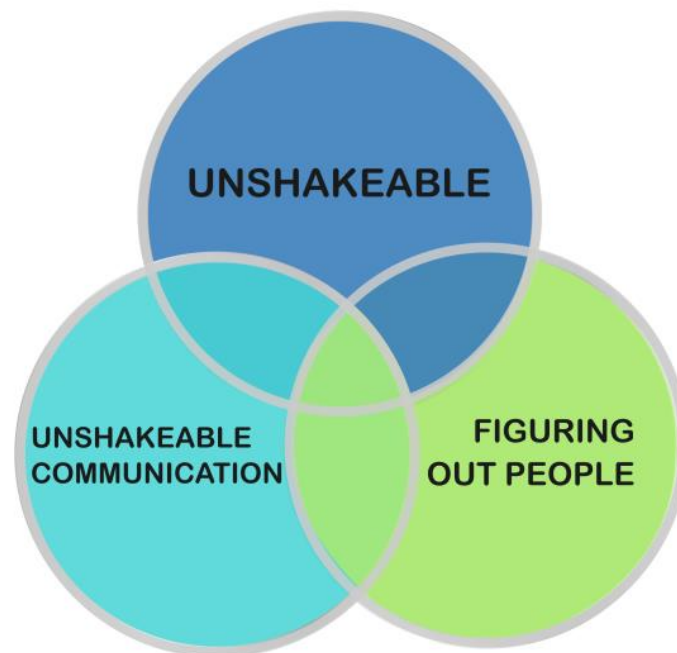
1. Unshakeable Communication Clarified
2. Unshakeable Scale
3. Creating your best State for Communicating
4. Pre-framing Conversations
5. Three Core Communication Skills
6. Communication Skill: Supporting
7. Communication Skill: Listening
8. Communication Skills: Questioning
9. Advanced strategies for Communication Roadblocks
10. Putting into Practice

About Sue Anderson

Sue Anderson works in the field of Emotional Intelligence and Resilience. Her specialty is helping people develop mental toughness so they can excel (not handle) in the pressures of the modern workplace. A highly sought-after coach, mentor, trainer, author and speaker, Sue Anderson works with organisations and businesses to develop highly functional and productive workplaces, with confident, resilient and motivated employees.

As a Thought Leader in the areas of resilience building in the workplace, Sue utilises her cutting edge methodology to help individuals and teams move from a place of fear and dysfunction to a highly engaged, confident workforce. By integrating and refining areas including communication, motivation, beliefs and emotion, Sue's programs empower employees, enabling ongoing positive human interaction in the workplace and beyond.

With qualifications in psychology, management, quality assurance, training and coaching, Sue's unique approach is accessible, fun and builds capability. Sue passionately believes that developing staff who are resilient and **Unshakeable at Work** is critical to improving everyone's wellbeing and quality of life.



sue anderson