



# DCI



# Train The Trainer

## Program Outline



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## WHAT IS DIRECTIVE COMMUNICATION PSYCHOLOGY?

Directive Communication (DC) is a training and organizational development psychology developed by Arthur F. Carmazzi that affects how people act and react in teams and organizations. It is a foundational science for influencing team dynamics to cultivate high performance cooperative work culture and leadership across any discipline within an organization. The DC methodology incorporates the latest breakthroughs in motivational and genetic psychology, and applies them in improving groups and corporate culture, team development and work enhancement, and in high yield training development. Watch the Video on Directive Communication, [Click here](#)

### 1. Trainer Certification Module 1(on-line): Foundations in Directive Communication Psychology and The Colored Brain

#### 1.1. Sections:

- Foundations in Directive Communication Psychology and The Colored Brain
- Introduction to DC Psychology
- Psychological "Rules of Engagement"
- Colored Brain Communication Applications
- Behavioral Psychology Based Methodology
- A Neuro-Science Approach to Modern Learning & Development
- Implementing CBCI for Organizational Development & Personal Effectiveness

#### 1.2. As a Colored Brain Facilitator and part of the Directive Communication Team

- You will be qualified to train others to identify people with different colored brains and how they can APPLY that for GREATER PRODUCTIVITY at work and home;
- You will be able to properly administer and interpret the Directive Communication Colored Brain Communication Inventory (CBCI);
- You will have the mechanism to transform people to bring out the best in each other and create a working environment of better cooperation and personal/organizational success;
- You will be certified in Colored Brain applications and able to deliver a variety of ½ day, full day, or 2-day courses on Colored Brain and its organizational and career enhancement applications.

## 1.3. Objectives

### Directive Communication Psychology allows you to:

- Learn the foundations of Directive Communication Psychology and incorporate the program in your training programs;
- Apply the DC Colored Brain model to improve the effectiveness of your teams, leadership, and personal productivity;
- Administer the Colored Brain Communication Inventory, understand and interpret the scoring, genetic processing, and mental flexibility and miscommunication insights;
- Use the Colored Brain Communication Cards, apply usage in training, and interpret what is said at the subconscious level of the mind;
- Develop ability to identify people with different colored brains and how they can apply that for greater productivity at work and home;
- Develop mechanism to transform people to bring out the best in each other and create a working environment of better cooperation and personal/organizational success;
- Learn a variety of other tools for specific use in training.

## 1.4. Colored Brain Communications – How your brain Communicates?

By identifying the fundamental patterns in the way our brain genetically processes the world around us, we overcome misunderstanding, conflict, and wastage of individual and group potential. Awareness of these “Brain Communication” processes gives us the means to maximize our capacity to act intelligently, to Turbo Charge our natural gifts and use them to maximize our ability to develop “software” for our brain to achieve greater competence across many disciplines. We are able to understand others at a deeper level and unleash greater potential for relationships at work and at home, for easier learning and teaching, and for greater harmony and cooperation with our environment and our teams.

## 1.5. Benefits

### Directive Communication Psychology allows you to:

- Accelerate the results and objectives of your corporate training;
- Provide your training with psychological tools to cultivate synergy and cooperation;
- Multiply the effectiveness of your leadership and high potentials.

## 1.6. Course Outlines

### 1.6.1. Introduction to DC Psychology

- History of Directive Communication
- Benefits of Directive Communication
- DC Training Methodology
- Training outcomes / end results / block

## 1.6.2. Foundations of Brain Communication

- Encoded Assumptions & Rules of Engagement
- Acting Intelligently
- The Colored Brain Model
- Colored Glasses Syndrome
- The Colored Brain Processors – Green, Red, Blue & Purple
- The Colored Brain Communication Inventory administration
- Organizational Colors
- Using the Colored Brain Communication cards

## 1.6.3. Establishing the Competency Foundations

- Communication Dynamics
- The Colored Company Game - exercise
- The Language of Brain Racism

## 1.6.4. Influencing Behaviors

- The Color of Leadership
- Directive Feedback for different colors

## 1.6.5. Expanding Competency

- Using CBC cards in Self Decision Making
- Colored Decision about People
- Writing New Brain Software

## 1.6.6. Colored Team Dynamics

- The Color of Teams
- The Colored Brain Leadership
- The Choudhury Mind Maze - exercise

## 1.6.7. Facilitating to a Colored Audience

- Getting your audience engaged – why they Need to Know
- Using colors to create up to 42% better comprehension and understanding
- Practice & Implementation – Your Facilitation Skills
- Written & practical test
- Review and Colored Conclusions
- Evaluations & Testimonials

## 2. Trainer Certification Module 2 (on-line): Human Motivation and Drive

### 2.1. Sections

- Human Motivation and Drive
- Fundamentals of Emotional Drivers & Team Motivation
- Human Drivers Challenge – 1 exercise, 8 learning points
- Application of CBC Cards for Extra Effective Coaching & Mentoring
- Need Sucking – the primary reason Managers Fail
- Application of Human Driver Mirrored Assessment in Performance Management
- Postures - Harnessing the Power of the
- Mind Body Connection

### 2.2. As an Organizational Emotional Drive & Motivation Trainer and part of the Directive Communication Team

- You will be qualified to train others to identify people's emotional drives and how to nurture GREATER MOTIVATION at work and home.
- You will be able to properly administer and interpret the Directive Communication Human Driver Mirrored Assessment (HDMA).
- You will have yet another mechanism to transform people to bring out the best in each other and create a working environment of better cooperation and personal/organizational success.
- You will be certified in Organizational Emotional Drive & Motivation applications and able to deliver a variety of ½ day, full day, or 2 day courses combining Colored Brain and Emotional Drive applications to improve working environments and relationships.

### 2.3. Objectives

#### Directive Communication Psychology allows you to:

- Apply the DC Emotional Drive model, combine it with Colored Brain, and improve the passion and effectiveness of teams, help leaders to inspire others, and cultivate motivated personal productivity;
- Administer the Human Driver Mirrored Assessment (HDMA), understand and interpret the scoring, find the Emotional perception gaps and assist management to know why others react to their management style;
- Use the CBC Cards with a larger scope in training, and interpret the primary motivations and Best Work Environments for people;
- Understand how and why people are motivated and create small behavior changes to influence greater motivation;
- Combine Emotional Drive and Colored Brain to transform people so they bring out the best in each other and create a more passionate working environment of better cooperation and personal/organizational success;
- Learn a variety of other tools (including the Human Drivers Challenge) for specific use in training.

## ORGANIZATIONAL EMOTIONAL DRIVE & MOTIVATION – WHAT DRIVES YOU TO BE GREAT?

By identifying the fundamental emotional drive that every human being has, being able to rank them in order of importance at specific times in our life, and understand how we are constantly filling our emotional gratifications, good or bad, we can influence the motivation and passion of others to create better work or personal environments. This Train the Trainer Module adds to what you have learned about the Psychology of Environment, acting intelligently and Colored Brain to create a stronger foundation in human influence through Directive Communication group dynamics. Train and Coach others to Lead and develop themselves and the people around them by helping them influence passion and inspiration through small actions that will have profound effects.

### 2.4. Course outlines

#### 2.4.1. Introduction to Emotional Drive

- The Psychology of Motivation
- Why we fail to be at our best
- Emotional Intelligence and Emotional Drive
- Training outcomes / end results / block

#### 2.4.2. Foundations of Emotional Drive

- Pyramid of Commitment
- Ice Burge perception - What people Really want
- CBC Cards for Emotional Drive
- The 8 Emotional Drivers
- Emotional Drive Rankings - defining primary life motivators
- Emotional Drive affects on Environment
- Organizational Applications of Motivation
- The Human Drivers Challenge

#### 2.4.3. Motivation Factors for High Performance

- Environment effects on Motivation
- Need Sucking - The #1 Reason for low motivation
- Motivate Me Exercise

#### 2.4.4. Influencing Behaviors with Inspirational Environments

- Emotion and the Colored Brain - how does it connect
- Leadership applications of Emotional Drive
- Cultivating Success through Emotional Awareness
- Emotion Based Decisions and Intelligent Action

## 2.4.5. Facilitating Organizational Emotional Drive

- Getting your audience engaged – why they Need to Know
- Practice & Implementation – Your Facilitation Skills
- Better comprehension and understanding with Directed Emotional Drive

## 2.4.6. Review

- Written & practical test
- Review and Conclusions
- Presentation, Evaluations & Testimonials

————— End of the dc on-line program —————

## MASTERY IN DYNAMIC SPEAKING – ADVANCED FACILITATION, SPEAKING AND TRAINING STRATEGIES

This advanced train the trainer module assumes you already have taken the first 2 modules and have some DC psychology based presentation skills and takes those skills to the next level. Learn the 3 steps of inspiration that will move even the most difficult groups to action, Learn how to deal with difficult people and situations in your workshops and turn them to your advantage, Learn the strategies for guiding senior people to be on the same page and assist them to reach better strategic or vision objectives.

You will maximize your application of DC tools and training games to dramatically improve implementation of your learning's. This module will not only assist you to be a great facilitator, but will give you the psychological strategies to be a Motivational Speaker who can move others to emotion and action.

### **As an Trainer Certified in the Mastery in Dynamic Speaking and part of the Directive Communication Team**

- You will be qualified to train others in advanced Psychological Training and Speaking techniques;
- You will be able to move audiences to action for better implementation results;
- You will have the ability to draw out emotions in you audiences and direct them for specific objectives;
- You will be able to facilitate senior manages in strategic planning and vision development sessions;
- You will be qualified to train others on how to influence groups to action through presentations;
- You will become an expert in using DC Games and Exercises for maximum impact;

- You will be certified in Mastery in Dynamic Speaking and able to improve the delivery and evaluations of ALL your existing programs PLUS deliver a variety of ½ day, full day, or 2 day courses combining Colored Brain and Emotional Drive applications with Presentation skills, Speaking group influence;

## Objectives- Mastery in Dynamic Speaking

- Learn the foundations of Directive Communication Psychology as it applies to group inspiration and hypnosis;
- Apply the DC 3 Steps of Inspiration model; combine it with Colored Brain and Emotional Drive to infuse more Action of your Topic;
- Use Postures to create Powerful Presence that will guarantee your audiences pay attention and learn more of what you talk about;
- Learn the Psychology of Stories and how to focus them into Mind Changing internalizations;
- Understand how and why music affects people at a subconscious level and learn the 8 levels of Brain Resonance that affect directed emotion, then Combine music and hypnosis to create powerful audience dynamics;
- Learn facilitation strategies for vision and strategy planning;
- Expertly Use DC games, tools and exercises to reinforce knowledge
- Learn and apply the Identity process – the powerful internalization of bringing out the best of who you are from multiple environment to create your own model of... leadership, customer service, innovation...



## DIRECTIVE COMMUNICATION PSYCHOLOGY TRAIN THE TRAINER ON-SITE PROGRAM

### DAY 1

#### 1. Practice what you have learned in DC on-line

##### 1.1. Practicing your trainer's skills:

- Make a 30 minutes presentation on the information you have acquired from DC on-line modules. No special requirements for presentation type;
- Discuss with the group, give feedback;
- Questions and answers

### DAY 2

#### 2.1. Go over the details of Being Right module

- foundational psychology
- Taking apart each section
- Elements of module purpose
- Exercises and debrief

#### 2.2. Go over the details of colored Brain module

- foundational psychology
- Taking apart each section
- The CBCI test – cross-functional applications
- Elements of module purpose
- Exercises and debrief

#### 2.3. Go over the details of Emotional Drive module

- foundational psychology
- Taking apart each section
- Primary psychological makeup – mind reading applications
- Elements of module purpose
- Exercises and debrief

#### 2.4. Trainer Certification Module 4: DC Based Curriculum Development (Homework – due on morning of Day 3)

- Fundamentals of DC Based Curriculum Design & Development
- Application of Personal Expertise into DC Courseware
- Apply Accelerated Adult Learning Methodology you have learned in day one
- include DC Tools & Games for industry specific learning outcome
- Create a DC Psychology based curriculum for measurable competency

## DAY 3

### 3.1. Introduction to Audience Psychology

- Audience Mind and Perception
- Purposeful room and atmosphere
- Technical Mastery for Maximum Impact
- Achieving Training and Speaking Objectives with DC tools and methods

### 3.2. Maintaining audience influence and attention

- Postures
- Practice postures
- Practice postures some more with DC content

### 3.3. Learning Styles and Tools

- The Adult Learner and the power of reflection
- Colored Brain Communication to achieve full audience engagement
- Speaking to Fill Emotional Drivers and Brain Color Language
- Facilitation Skills and CBC cards
- Group dynamics and class energy
- The Psychology of Stories and Metaphors
- Stories structure for reflection
- Stories structure for action
- Stories and postures
- Practice stories and postures
- Mind maps, language and presentation
- Practice and Next day Preparation

### 3.4. Curriculum Development discussion and support

## DAY 4

### Morning projects

#### 4.1 Directing and Reinforcing Knowledge with Questions

- Using Directive Questions
- Asking and answering Questions to create global teaching points
- Modular Questions
- Dealing with difficult participants
- Incorporating questions into stories and metaphors
- Practice
- 3 steps of inspiration
- Practice & Implementation of the 3 steps of inspiration

#### 4.2. Psychology of Music

- Directing Emotion with Music
- The 8 Levels of Music and of Brain Resonance
- Harnessing the Hypnotic elements of Music
- The power of Music with questions
- Presentations

### Trainer Certification Module 4: DC Based Curriculum Development (Homework – due on morning of Day 5)

#### 4.3. Incorporating DC Psychology into industry specific 2 day process

- Isolating unique skill sets
- Applying the 10 assumptions of DC
- Encoded Assumptions variations
- Circle of Tolerance variations
- Colored Brain variations
- Emotional Drive variations
- Commitment Pyramid variations
- Posture variations
- Decisions and reality variations

#### 4.4. End the day

- Mind maps, language and presentation
- Practice and Next day Preparation

## DAY 5

### Morning projects

#### 5.1. Speaking and Facilitating to Inspire

- Putting it all together
- 3 steps with music
- 3 steps with questions
- Eliciting emotion
- The identity process
- Practicing the Identity process

#### 5.2. Knowledge Transfer and application of DC

- Mass Hypnosis
- CBC Card applications
- Application and design of quizzes
- Game Creation
- Use of Case Studies
- The Psychology of Props
- Using DC Mind Maps
- Take the written test

## DAY 6

### Curriculum development discussion and refinement

#### 6.1. Group Presentations

- Action Planning
- Final Presentations to include all elements so far
- Critique and Evaluation
- Review and grading of technique application
- Evaluations and Grading

### Final review and improvement in curriculum

#### 6.2. Your Benefits and rights as a DC Family Member

- Action Planning
- Final Presentations to include all elements so far
- Critique and Evaluation
- Review and grading of technique application
- Evaluations and Grading

## Applications to Organizational Culture (discussion)

### 6.3. Commercialization

- Following the success plan
- DCI's support for you
- Being an active member of the DC community for greater success
- Getting higher up on the Global DC Radar

## Arthur F. Carmazzi



Founder of the Directive Communication™ Methodology and **Global Leadership Guru Ranked as one of the Global Top 10 most influential Leadership Gurus by Gurus International**, Arthur F. Carmazzi has 21 years experience specializing in psychological approaches to leadership and corporate culture transformation. **He is a renowned motivational leadership keynote speaker and trainer in the Asian Region** and has advanced Corporate Training with innovative techniques and tools that have been acknowledged by some of the world's greatest organizations. He is a bestselling author with book titles: "The 6 Dimensions of Top Achievers", "The Colored Brain Communication Field Manual", "Identity Intelligence", "Lessons from the Monkey King" and "The Psychology of Selecting the RIGHT Employee".

Arthur's tools and methods have earned him and the Directive Communication methodology accreditation from the prestigious American Institute of Business Psychology

Arthur is the developer of the CBCI (Colored Brain Communication Inventory) and HDMA Emotional profiling tools used for "Psycho-Productivity" management. These tools have been implemented across a variety of HR and Leadership disciplines by numerous multinationals to generate greater efficiency of human capital. The unique "linked implementation" structure of Arthur's tools and methods have earned him and the Directive Communication methodology accreditation from the prestigious American Institute of Business Psychology.

Directive Communication™ (DC) is the revolutionary and highly effective psychology based workforce transformation methodology founded by Arthur F. Carmazzi. It has been applied in some of the world's leading organizations with exceptional results.

