

TOM Training

Innovative use of psychology for professionals

Communication!

Well over 80% is

non-verbal.

Teach yourself to recognize and use the message.

Improve your effectivity

both **at work** and **in private.**

Extend your potential by improved communication

TOM Training is about non-verbal communication. More than 80% of our communication is non-verbal. We call that "The other message". Now, what is the other message? In what way is it to be recognized and interpreted? How can you make use of that message to improve your communication?

TOM has been developed for people who communicate a lot and -for that reason- in fact for everybody. **TOM** is a professional training developed, in the first place, for professionals who will have to be masters of all aspects of communication, in order to be successful. Like sales professionals, account managers, buying agents, recruiters, police, journalists and human resource managers.

The
Understanding

TOM

Other Message

non-verbal communication



TOM Training results

You will be more aware of your -and other persons'- non-verbal behaviour. Your understanding of and influence on behaviour in your professional life as well as in your private life will improve. This will extend your emotional intelligence.

You will soon be in a position to apply this new understanding effectively, thanks to the many **TOM** training drills by way of a self-developed interactive DVD and with the help of the PC.

www.tominstitute.com

Training design

TOM Training is presented in modules. Further deeper modules can be added to the program after the basic training, dependent on the requirements of the person or organisation involved.

- **Base module**

The basic training begins with the development of non-verbal communication. The signals of both the dynamic and static non-verbal communication are illustrated by examples. They are also displayed by way of the computer in order to enable you to put your knowledge into practice. There is an ample offer of the core elements of **TOM** Training: the **TOM** coding system as well as the **TOM** base characters.

Supplementary modules

- **Tracing the Post Traumatic Stress Syndrome module**

This module in particular, has been developed for those employers whose employees run a great risk to contract PTSS, such as police, Defence missions, traindrivers etc.

- **The interview module**

For specific target groups such as secret service, public ministries and so on.

- **Sales module**

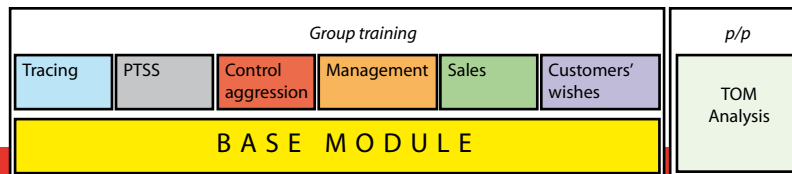
This module follows on the base module and aims at professional salesmen and account managers who want their behaviour and message be better attuned to the receiver by making use of non-verbal communication.

- **Control of aggression module**

This module has been developed specifically for people who are confronted with aggression regularly. You are taught to recognize and deal with the three types of aggression.

- **The Management module**

This module has been developed as an extra tool for managers. You are taught to recognize how your employees are doing. Putting this knowledge into practice will help you prevent relationships getting disturbed and will offer you the tools to act wisely and pro-actively in order to correct in time.



TOM Training is meant for :

- Sales professionals • Account managers • Human Resource Managers • Purchasing Agents • Recruiters •
- Police, Security and interviewing purposes •

- **Module based on clients' wishes**

This module is devised based on clients' requirements should the existing modules not be sufficient.

- **TOM Analysis**

This individual module has been developed for people who want an analysis of their personal non-verbal behaviour. An indication will be given on the kind of job and its surroundings in which they will feel most comfortable.

The message

Conscious
Ratio
Verbal
Controllable

The other message

Subconscious
Feeling
Non-verbal
Uncontrollable
Emotions