

fecund training

and personal development

THE PHENOMENON OF BULLSHIT

Master how to use words for maximum impact, streamline office communication and be clear, inspire, and motivate without bullshitting....and learn how to avoid being bullshitted yourself!

Who is it for?

Ambitious people working in face to face communication environments who want to be more successful and effective in how they instruct, convince and communicate with clients and colleagues.

What is it about?

This course investigates of the usage and abuse of words in business communication, applying philosophical craft to give you the ability to separate what is fact from what is bullshit in both what hear and what you say yourself. It will help you to communicate more directly and to demand verbal honesty and precision from yourself and others.

Course overview

- WHAT IS BULLSHIT? – unravel the phenomenon of Bullshit – why do we do it?
- DECIPHER COMMON BUSINESS BULLSHIT – study the language we use to speak to employees, colleagues and clients and see what we are actually saying
- DITCH THE DRAMA – people are compelled to dramatise everything they say to appear interesting – learn how to excavate the facts at the heart of a story
- EMOTIONAL vs. HONEST SELLING – gain an insight into the currency used to sell us things and learn to separate the emotional from the honest
- THIS MEETING IS OVER – practice when to stop a conversation or meeting because all the facts have been extinguished
- THE BULLSHIT DETECTOR – investigate how it is used in both social and work situations through role play and hone your Bullshit Detector in group debate
- WHAT IS YOUR RELATIONSHIP WITH THE TRUTH? – explore how honest you really are in what you say and practice communicating facts without embellishment, emotion or exaggeration

What do I get out of it?

- Streamlining and empowering office communications
- How to speak inspirationally with clear, unfussy precision and without hyperbole
- Detonate your meaning powerfully without having to resort to flowery superlative
- Detect and deflect the games people play on you to claim power over you
- Spot when people are speaking with supposed authority but have no foundation
- Measure the value inherent in what people are saying to you

Want to book or find out more?

To book a session, for more information about any of our courses, or to come to one of our free **monthly Taster Sessions** call **020 7575 3164** or email ian@fecund.co.uk
Details of all our courses are available at www.fecund.co.uk

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