

Using Directive Communication psychology to enhance a workforce and develop positive traits in the employees

By
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Employees really do what to do a good job. It is not for lack of desire to be the best they can that a workforce fails to perform at its peak; it is because of the environment that is created through the psychology of the combined and interactive group.

In this article learn some of the strategies Using Directive Communication Psychology that affect the group dynamics and even organisational culture.

Discover how a small group of individuals can literally create a "revolution" in an organisation and improve the fulfillment and effectiveness of an entire company.



How did you feel the last time someone blamed you for something that went wrong? Did it actually solve a problem, or just make you resent people and circumstances?

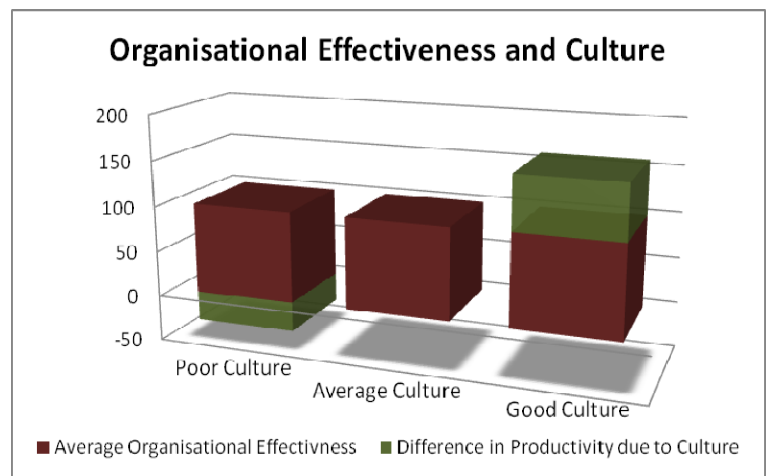
When was the last time you blamed someone? Did it really solve the problem?

Have you ever really been passionate to achieve great things for an organisation, only to be brought down by the people around you, the “working environment”?

But even if an individual is affected by such a “blame” dynamic, it could hardly affect the rest of the staff or organisation, OR COULD IT?

The fact is that the actions and reactions of every individual in a group affects the rest of the members of that group to form a unique culture. And that culture drastically affects the bottom line.

If there are 100 employees in an organisation with a poor corporate culture, they will produce the work of 68. In an average work culture, they will do the work of 100, but in a leadership enriched or brand congruent culture, they produce the work of up to 159 employees – so what is the savings potential of creating a superior a superior culture? What would be the behaviours required to cultivate a positive culture. Or, will creating the culture nurture the behaviours and the workforce?



DCI Study of 70 organisations of similar size and operation structure, 2007

According to Directive Communication™ Psychology (DC), Enhancing a workforce and developing positive traits in your employees is a product of “Culture Evolution”. One of the five pillars** essential to breeding an effective, passionate workforce is a methodology that helps your people achieve something greater than themselves. This requires 3 fundamentals:

1. An awareness of how and why people are reacting to each other
2. The ability to apply this awareness to take more intelligent actions and less “reactions”
3. The ability to see the working environment and the people in it as a means to achieving something bigger in their lives.

The process saves time by simplifying planning and centralizing soft skills competency

In DC, awareness is initiated by realizations about the effects of your own communication and reactions that not only cause the others to treat you the way they do, but cause your own inefficiencies and disorganization. There are three conditions that are addressed to nurture this realisation:

1. The Mental, which uses the Colored Brain Communication Inventory (CBCI) to determine the way a person processes information and the world around them. This is a genetic process and cannot be changed.
2. The Emotional, which applies a fundamental Eight Emotional Drivers and their ranking that establishes motivation in various settings. This is environmental and changes as a person evolves emotionally.
3. The Physical, which identifies the five postures we all use and misuse in our effort to achieve our goals.

The point of this awareness is a consciousness of the affects the environment has on you and the affects you have on it. When you make realisations about yourself, you can see how you are being influenced and how you are influence others. You get a clear picture of where conflict and low cooperation really come from and how to prevent it. You identify the factors that have preventing greater leadership and inspire others to greater competence. You discover the gaps in customer service and sales success and how to overcome them.

But this is all just part of the system. Practitioners of Directive Communication™ Psychology apply two primary methods of influencing an organisations culture.

Method #1: Breaking tradition

Traditionally training for leadership, customer service, communication, sales, project management, etc. is all separately conducted and all applying independent methodologies. Courses usually last 2 days each and while people do take back some skills, they cannot fully understand each other's roles and how those roles can connect to achieve Cooperative and competent execution of a common goal.

The Directive Communication™ Solution - One Language, One Vision

The system uses a “Common” methodology across the organisation, this not only allows organisations to with a process that is adapted across most people disciplines, but



saves time with less training days required to achieve higher levels of competency. It is designed from the beginning for cross-organisational implementation and result measurement. The byproduct is an organisation that is more cooperative because employees are speaking the same language and cultivating a culture to reinforce the greater abilities of the workforce.

How it works

When an organisation is trained in the Fundamental DC Methodology with a 2 day course, they are primed to take specialized “Application Modules” that only last 1 day (instead of the traditional 2days). This allows Training and HR managers to maximize the training effect and still keep their workforce working. The DC methodology itself promotes a better culture and gets 42% better implementation results than traditional training. This is due to its unique psychology base that puts everyone in the company that is learning different skills, on the same page. Each application module builds on the Core DC psychology foundation – and all DC accredited practitioners are experts in their specific fields and apply their expertise in shorter times for a diversely competent and cohesive workforce and more effective culture.

...the psychological weapons of workforce enhancement are systematically applied across the organization...

Method #2: creating a revolution

This strategy is based on U.S. Special Forces PYOPS tactics for creating revolutions in countries combined with DC Corporate Re-Culturing strategies and psychology. When a core group has internalized “Directive Communication foundations” the psychological weapons of workforce enhancement are systematically applied across the organization. The **key influencers** (core group attending the workshops) within the organization are simultaneously trained in “Force Multiplication” tactics.

From the core group, individuals create DC A-teams incorporating different organizational hierarchies (i.e. management, supervisors, front line, and support). They then become the strike force that ignites culture enhancement from within, they are the force for the good of the organization and infect the rest with the same vision (usually suggested by senior management). They gain a strong sense of purpose because they fulfilling their own needs through the organization, not just doing the job.

The key influencers or “informal leaders” of an organisation are chosen to be internal consultants (one person for every 35 in the company) their purpose is to multiply the effects of DC Psychology and direct enthusiasm and action in the groups and teams they interact with uniting them in one direction.

The process is a 6 day interactive DC “Revolution” program spread out over 2 to 4 weeks (including the discovery and strategy component), and applicable Projects implemented in between the workshops. After each workshop, these Key Influencers involve a sub-group, which includes their managers as well as senior management, of about 5 or 6 individuals in immediately implementing what they have learned. That sub-group in turn involves a secondary sub-group and staff and management alike make realizations that influence their perspective of their place in the organization, and the fulfillment they gain from what the organization can bring to their own lives.

In one recent case study in creating the culture for the new Emirates Hotel & Resort chain, Directive Communication Practitioners from Singapore and Malaysia used the “revolution” process together with 22 Emirates staff and 2 midlevel managers, to cultivate powerful perceptions that created an almost instant energy that spread throughout the entire Hotel. It literally changed the way managers and staff alike treated and cooperated with each other.

According to Bruno Hivon, the Emirates Marina General Manager,

“The whole hotel is teeming with an energy that is truly exhilarating. I think the program is so successful because it calls on the significance and substance of people rather than on material things and that is what service is all about. The revolutionary attitude and group dynamics that came out of this program can put into every aspect of our work across all departments and every stage of the operations.

All of us have been channeled in one passionate direction and one focus, and this has been achieved in quite a dynamic and fun way that got buy in at all levels. Even the management team here we have discovered quite a bit about ourselves that will certainly make a difference in our directions.

As for our Patriots and their revolution, this is so different from other service concepts that they will definitely set the path for things to come.”

The revolution, measured by the Emirates head office against pre-revolution assessments, yielded substantial improvements in various areas:

Working with and Developing Others – up 54.64%,

Leadership – up 48.2%,

Communication – up 65.38%

Productivity – up 42.71%

Both methods require a “Buy In” from senior management because a letting go of Ego with a focus on results is required. In each method, the driving force comes from the employees, and cooperation and personal effectiveness is inspired from a self interest and development perspective. When employees feel their place in the organisation makes a significant difference and they discover how to gain more from work than just money, they create an environment that reinforces teamwork, creativity, passion and the emotional levers (outside of ego) that will lead to the improvement in their quality of life in and out of work.



The Core team of the Emirates Revolution standing by their “Patriots Creed” for a greater, more effective workplace

While DC is not the only Psychology based methodology that affects individual perceptions, Steven Covey’s Seven Habits and P.E.P. have also proven successful in this area, the byproduct of culture and workforce enhancement is the premise for long lasting retention and consistent application of these perceptions. The reason? This can be answered with a question: Have you ever really been passionate to achieve great things for an organisation, only to be brought down by the people around you, the “working environment”?

****The Directive Communication five pillars are the foundational conditions of culture change, they are as follows: The group must have a greater purpose, The group must speak a common language, The group must have a technology or a structured approach which they believe will help them achieve that greater purpose, The group must have an integral support system, The group must have a unified identity.** The 5 Pillars and their implementation are described in greater detail an Arthur Book, “Lessons from the Monkey King - Leading Change to Create GORILLA-SIZED RESULTS”

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