

Discover the Keys to Excellence in Education

Needs-Based Communication Training

"Needs-Based Communication offers a unique message and gives teachers easy steps for peaceful communication and a new way to work with children and parents."

- Barbara Moffitt, executive director, National Center for Montessori Educators

TRAINING AND KEYNOTE CONTENT

The content of these various trainings and keynotes introduces the process of Non-Violent Communication, also known as Needs-Based Communication. With Needs-Based Communication, you'll learn to communicate in a way that honors your needs and the needs of others. You'll discover the core of conflict and emotional pain—and how to peacefully find resolutions that perhaps you never thought possible. The focus of this approach emphasizes compassion and understanding as the motivation for action rather than criticism, blame, or the threat of punishment. The process of Needs-Based Communication also allows you to make conscious choices about how you will respond when you don't get what you want.

Bill's trainings will help you foster an exceptional classroom community through the application of Needs-Based Communication.

UNDERSTANDING NEEDS-BASED COMMUNICATION

Needs-Based Communication is based on the premise that creating emotional safety first is paramount in relationships. Further, the relationship between teachers and students and the relationships of students with each other is equally important to the curriculum in preparing students for the future. Needs-Based Communication provides a bridge between the need for educational content and structure and the need for developing the full potential of each student. It facilitates powerful relationships between educators, students and parent and helps create supportive learning community.

Needs-Based Communication offers simple and effective techniques for conflict resolution and for building powerful interaction skills. All of which helps you cultivate an emotionally healthy classroom environment where academic excellence can thrive.

NEEDS-BASED COMMUNICATION CONCEPT & THEORY

Needs-Based Communication is a powerful process which teaches people the skills necessary to stay connected with each other even when there is disagreement. It encourages the resolution of conflict without violence. It is a specific approach to communicating whether one is thinking, speaking or listening. It provides a framework for reframing old, habitual patterns of relating with new, compassionate ways of expressing ourselves and hearing others.

Founded by Marshall Rosenberg, Nonviolent Communication or Needs-Based Communication is based on a language of compassion and provides the skills needed to bypass automatic judgment, criticism, blame or shame. It enables people to connect within themselves and with others in ways that inspire a compassionate response. Relationships become a dance between honest and clear expression and respectful empathic attention.

Typically, when conflict arises, people either react by defending themselves, trying to solve the problem with a specific result or outcome in mind or withdrawing all together. These strategies quite often fail, as the breakdown is usually with the quality of connection and communication between people rather than a lack of problem-solving ability.

The Needs-Based Communication model places the focus on the feelings and needs within rather than on the habitual patterns of communication which separate and alienate people from each other. It is these habitual patterns which most often are heard as demands and/or criticisms, and which lead to violence towards ourselves, others and the world around us.

Empowered by Needs-Based Communication, you can transform the words and actions of judgment, shame and attack directed at you into a deeper understanding of the other person's underlying feelings and needs. Misunderstanding and conflict is transformed when you engage in a compassionate dialogue with your counterparts in order to co-create mutually satisfactory solutions.

When you use Needs-Based Communication in your interactions within yourself and with others, you become grounded in your natural state of compassion. It is an approach that can be effectively applied at all levels of communication from social interaction to world conflict. Some examples of these are: intimate relationships, families, schools, organizations, business and diplomatic negotiations.

PRACTICAL APPLICATION

Needs-Based Communication strengthens our ability to remain human even under trying conditions. In truth it contains a foundational way of communicating. All the steps in this process have been known for centuries. The intent is to remind us about what we already know—about how we humans were meant to relate to one another—and to assist us in living in a way that concretely manifests this knowledge.

As a practical guide, Needs-Based Communication will help in reframing how you express yourself and how you hear others. Your words become conscious responses based firmly on an awareness of what you perceive feel or want in any given moment. You learn to express yourself with honesty and clarity while paying others a respectful and empathic attention. You will come to hear your own deeper needs and those of others.

The process is simple, yet powerfully transformative. Needs-Based Communication replaces old patterns of defending, withdrawing, or stonewalling in the face of judgment and criticism. You will come to perceive yourself and others as well as your intentions and relationships in a new light. Defensiveness and even violent reactions are minimized. When practicing Needs-Based Communication you can clarify what is being observed, felt, and needed rather than on diagnosing and judging, resulting in discovering the depth of our own compassion.

Through its emphasis on deep listening to ourselves as well as others, Needs-Based Communication fosters respect, attentiveness, and empathy. The process engenders a mutual desire to give from the heart. Bill's trainings will help you reach this for yourself. His trainings will also give you the ability to teach this to others.

TRAINING BENEFITS

In Bill's Needs-Based Communication Training, you will learn how to maximize student potential by fostering emotional safety and mutual trust first. With these tools, skills and conflict resolution practices you'll be able to build an exceptional classroom community. You'll discover how to peacefully find satisfying resolutions that you never thought were possible. Student learning will improve and education will become fun again.

You will also learn practical and effective skills to resolve conflict, create harmony in your relationships, and create harmony in yourself. You will experience the benefits extending to the classroom and beyond. The Needs-Based Communication Training offers educators the tools to create exceptional learning environments in and outside the classroom.

- ◆ Create a safe and supportive learning environment
- ◆ Improve classroom teamwork, efficiency, and cooperation
- ◆ Foster cooperation, tolerance and harmony
- ◆ Strengthen your student's interest, retention and enjoyment in their work
- ◆ Maximize the individual potential of all students
- ◆ Motivate students without using demands, coercion or punishment
- ◆ Strengthen classroom and teacher-parent relationships
- ◆ Resolve classroom conflicts in ways that increases mutual understanding and trust
- ◆ Reduce stress and increase enjoyment of your work
- ◆ Evaluate performance in ways that promote growth and learning

YOUR NEXT STEPS

Bill offers keynotes along with a number of single and multi-day trainings. All of the trainings are tailored to meet your specific needs. This is an exceptional program for teachers, school counselors, school administrators, child care providers and for anyone in a teaching capacity.

Contact Bill today for more information on setting up your next keynote or training session.

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"Schools in which students and teachers relate as partners - where Needs-Based Communication is part of every interaction - are communities of learning, rather than top-down, impersonal factories. Young people begin to see school as a safe and exciting place of exploration where they can share feelings and ideas, and where each child is recognized, valued and nurtured."

- Riane Eisler, author, *The Chalice and the Blade* and *Tomorrow's Children*

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ABOUT WILLIAM MARK STIERLE



Bill Stierle is the founder of Corporate Culture Development Inc. and has worked as a speaker, trainer and consultant since 1993. Bill has worked within the educational system as a teacher and trainer for over 25 years as well. He has delivered over 500 keynotes and trainings to groups small and large, including Fortune 100 companies, professional associations, government organizations along with a number of colleges and schools. His clients include Notre Dame University, Davenport University, Harvard-Westlake School, US Federal Mediators, Michigan Department of Career Development, Riordan Leadership Foundation, TD Waterhouse, NCR, Covenant House California, Southern California Gas Company and many others.

Bill has a passion for education and for helping others learn to communicate both within themselves and with each other. His training and keynote topics include Whole Brain Learning, Effective Teaming, Needs-Based Communication, and Conflict Resolution. Bill teaches people how to bring out their best.

As an accomplished trainer, Bill focuses on how individuals think, behave and learn effectively. He provides trainings based on the Herrmann Brain Dominance Model, a cutting edge thinking technology that provides clear techniques and tools that leverage a student's performance. Bill's natural enthusiasm and the rapport he builds with teachers, students, parents and administrators is key to how each person grasps the knowledge and information he presents.

Bill is also a specialist in Nonviolent Communication, a technique developed by Marshall Rosenberg Ph.D. that reduces conflict and connects people with life giving communication. Also known as Needs-Based Communication, this training provides participants the clarity of language to help improve classroom interaction and dynamics, strengthen trust and create a safe environment for teacher, parent and student relationships to flourish.

Bill is a highly sought after speaker and is known for his practical and innovative trainings and workshops. He uses his business expertise, teaching background and interpersonal skills to help educators develop strategies in the areas of whole brain communication, curriculum development, effectiveness training and conflict resolution.

Combining nearly 17 years experience using both the Herrmann Brain Dominance model and Needs-Based Communication, Bill presents a fresh perspective on how human beings exist and co-exist in the world. His trainings are filled with invaluable tools and information to help transform the classroom, improve relationships, and build personal confidence.

Bill has a Bachelor's degree in Biology and Education from Emporia State University, Kansas, and a Master's degree in Sports Administration from St. Thomas University, Florida. Throughout his speaking career Bill has received rave reviews and awards for his outstanding speaking presentations. He is also a graduate of the Executive Entrepreneur Program at Pepperdine University and is a member of various speaking associations. Through his years of experience Bill has become a specialist and leader in the area of human performance and personal development.

To schedule your next keynote and training, or for more information on Bill's programs call:

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Or visit us on the web at: <http://www.williamstierle.com>

Giving our young people, our future leaders, the skills necessary to create organizations, businesses, governments, and a world where everyone's needs matter and can be met.