

# Perception Management

Learn how to create positive perceptions about your organisation and you

**“Reality is merely an illusion, albeit a very persistent one.” Albert Einstein**

What does Einstein’s revelation mean in business today? Does it really mean that “reality” is only your reality and no one else's reality? Learn about the roles people play in life based on their perceptions and conditioning. Learn to break down barriers and clearly communicate by understanding the psychology behind perception management.

As the saying goes you don’t get a second chance to make first impressions

This workshop was designed by psychologists to help participants understand how their cognitive conditioning builds limitations and "should manuals". Just because you believe how people should behave does not mean you are right. When you hear someone else's contrary opinion you'll understand that their perception is just as real as your own.

This workshop will help you harness the power of perception management. This session wouldn’t be as popular without our “perception management disaster case studies” Learn how organisations and people mismanaged perception and lost credibility around the globe instantly.

## Interesting quotes about the power of perception

It is not a matter of what is true that counts, but a matter of what is perceived to be true.

- *Henry Kissinger*

All our knowledge has its origin in our perceptions.

- *Leonardo da Vinci, 1452 - 1519*

Perception is strong and sight weak. In strategy it is important to see distant things as if they were close and to take a distanced view of close things.

- *Miyamoto Musashi, 1584 - 1645*



# Key learning outcomes

Your **Perception Management** program will give participants the skills to:

- Critique reality versus perception in office politics
- Conduct an internal and external behavioural audit
- Learn how leaders spin messages and why
- Focus on customer experiences instead of services
- Scan Malcolm Gladwell's findings in his recent book Blink
- Develop a calm composure
- Look at your activities through the customer's/client's eyes
- Set expectations and manage expectations
- Realise the benefits of being more calm and resilient in the workplace
- Celebrate cultural diversity and seize opportunities
- Be aware of behaviours that cause negative personal perceptions
- Develop an elevator speech
- Understand how personality styles colour your world
- Build positive interpersonal experiences (Disney case study)
- Critique recent perception management case studies - An errant golfer and a FMCG manufacturing recall
- Use emotional intelligence to influence positive connections
- Make a better first impression
- Drive a positive culture
- Critique perception management disasters

## Would you like to attend this program?

- For maximum effectiveness, this program is best conducted as an in-house program.
- **Ideal group size:** 4 – 9 participants.
- **Venue:** For your convenience, you can choose to conduct this program at your business premises. Alternatively, we can provide a training venue at a small additional cost.
- **Duration:** This program can be conducted as a one day or half day program.
- **Cost:** Price on request.
- **Target Audience:** Employees, Supervisors, Team Leaders, Senior Managers or CEO's.

If you would like more information on this training program, please contact:  
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