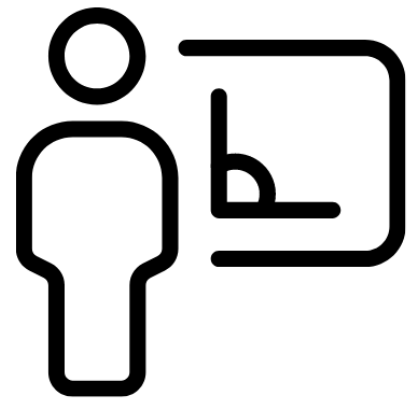


Instructors Guide



On the following pages is a sample module from our Instructor Guide. It provides the instructor with a copy of the material and a Lesson Plans box.

The key benefit for the trainer is the Lesson Plan box. It provides a standardized set of tools to assist the instructor for each lesson. The Lesson Plan box gives an estimated time to complete the lesson, any materials that are needed for the lesson, recommended activities, and additional points to assist in delivering the lessons such as Stories to Share and Delivery Tips.



Behavior is what a man does, not what he thinks, feels, or believes

Emily Dickinson

Module Two: The Science of Behavior



In life and business, behavior affects everything. Great corporate behavior can open the door to creating happy customers, and bring in new customers. What exactly is behavior? In this section we will discuss what behavior is, and what facilitates behavior. By the end of this journey, you should have a good understanding of what great corporate behavior is, and how to promote it in your company.

What is Behavior?



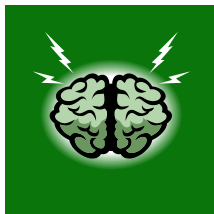
anthropology.

To understand how to influence the behavior of a company, you have to understand what behavior is and the science behind it. Behavior is defined as *the way a person acts or behaves; anything that an organism does involving action and response to stimulation*. Corporate behavior relates to the structure a company has provided for itself and employees in order to improve the company's effectiveness. A behavior can be developed through three major components; psychology, sociology, and

Estimated Time	8 minutes
Topic Objective	Understanding Behavior
Topic Summary	Understanding Behavior Understand what behavior is.
Materials Required	Flipchart/board and marker

Planning Checklist	None
Recommended Activity	As a group, pick three celebrities who have famous behaviors. As a group, write down on the flipchart/board what makes those celebrities recognizable through their behavior.
Stories to Share	Share any personal or relevant stories.
Delivery Tips	Encourage everyone to participate.
Review Questions	What is behavior?

Psychology



Understanding psychology is an important step in understanding how to change your corporate behavior. Basically, psychology is the study of the human mind with a major focus on behavior. With the use of psychology, it is possible to sometimes change a person's behavior. Psychology mostly deals with emotions, personality, and perception. Psychology is like an onion; it has many layers. There are various fields in psychology, many of which could be applied to the corporate setting. In a corporate setting, psychology would help with:

- Training / Learning
- Engagement / Motivation
- Job Satisfaction
- Decision Making
- Leadership
- Stress

Estimated Time	8 minutes
Topic Objective	Color Psychology
Topic Summary	Color Psychology Explore psychology.
Materials Required	Worksheet 1-Color Psychology
Planning Checklist	None
Recommended Activity	Complete the worksheet individually.

Stories to Share	Share any personal relevant stories.
Delivery Tips	Encourage everyone to participate.
Review Questions	What is psychology?

Sociology



group.

Sociology is the study of a society, social relationships, and institutions. Sociologists study a group, or an organization and how the people within these groups relate and interact with one another. Social psychology mixes concepts from psychology and sociology that focus on the influences people have on one another. Sociology is an important aspect of behavior because it shows us how we relate to each other as a

Here are some ways sociology effects people:

- Attitude
- Group Processes
- Group Decision making
- Communication

Estimated Time	8 minutes
Topic Objective	Group Discussion
Topic Summary	Group Discussion Discuss sociology.
Materials Required	Flipchart/board and marker
Planning Checklist	None
Recommended Activity	As a group, discuss the importance of understanding sociology. How does it affect your company?
Stories to Share	Share any personal, relevant stories.
Delivery Tips	Encourage everyone to participate.
Review Questions	What is sociology?

Anthropology



Anthropology is the study of the human race and its cultures. This relates to cultures, such as ancient tribes and past societies. The culture that we are raised in, affects the way we act as adults. Understanding different cultures and traditions helps make the workplace a stronger unit. Without this understanding, we are alienating those employees who may be from a different background. What does anthropology include?

- Comparative values
- Comparative attitudes
- Cultural analysis
- Cross Cultural analysis

Estimated Time	8 minutes
Topic Objective	Group Anthropology Discussion
Topic Summary	Group Anthropology Discussion Discuss Anthropology.
Materials Required	Flipchart/board and marker
Planning Checklist	None
Recommended Activity	As a group, discuss the importance of understanding Anthropology. Discuss how a person's culture shapes how they are as an adult.
Stories to Share	Share any personal, relevant stories.
Delivery Tips	Encourage everyone to participate.
Review Questions	What is anthropology?

Practical Illustration



Angelica was raised in a strict household. Because of her cultural background, it was considered taboo to show a lot of emotions. She was always taught to be strong, and hide what she was feeling inside. Her mother raised her the same way she had been raised, the same way her grandmother had been raised and so forth. Angelica noticed that the way she was raised had a negative effect on her life. She was unable to express simple emotions because she had always been conditioned not to. Her co-workers thought she was a cold and uncaring person, but that just wasn't the case.

Module Two: Review Questions

1.) What develops behavior?

- a) Psychology
- b) Sociology
- c) Anthropology
- d) All of the above

A behavior can be developed through three major components; psychology, sociology, and anthropology.

2.) What is corporate behavior?

- a) A structure a company has provided for itself and employees, in order to reduce the company's profit margin
- b) A structure a company has provided for itself and employees, in order to improve the company's effectiveness
- c) A structure a company has provided for itself and employees, in order to reduce the company's effectiveness
- d) None of the above

Corporate behavior relates to a structure a company has provided for itself and employees, in order to improve the company's effectiveness.

3.) What is psychology?

- a) The study of the human mind
- b) The study of the human behavior in a society
- c) The study of the human behavior in a culture
- d) None of the above

Psychology is the study of the human mind with a major focus on behavior.

4.) What is the definition of behavior?

- a) The way a person dresses
- b) The way a person says things
- c) The way a person acts or behaves
- d) None of the above

Webster's dictionary defines behavior as the way a person acts or behaves anything that an organism does involving action and response to stimulation.

5.) What is social psychology?

- a) The study of mental illness in a culture
- b) The mix of concepts from psychology and sociology
- c) The study of concepts from psychology
- d) None of the above

Social psychology mixes concepts from psychology and sociology that focuses on the influences people have on one another.

6.) Which of the following does psychology help with in a corporate setting?

- a) Training
- b) Stress
- c) Motivation
- d) All of the above

In a corporate setting psychology would help with: Training / Learning, Engagement / Motivation, Job Satisfaction, Decision Making, Leadership, and Stress.

7.) Which is not a way that sociology affects a person?

- a) Ability to work as an individual
- b) Attitude
- c) Communication
- d) None of the above

Here are some ways sociology effects people: Attitude, Group Processes, Group Decision making, and Communication.

8.) What is sociology?

- a) The study of a company
- b) The study of a culture
- c) The study of mental illness
- d) The study of a group and how people relate within it

Sociology is the study of a society, social relationships, and institutions. Sociologists study a group, or an organization and how the people within these groups relate and interact with one another.

9.) What does anthropology include?

- a) Comparative values
- b) Mental illness
- c) Group dynamic
- d) None of the above

What does anthropology include? Comparative values, Comparative attitudes, Cultural analysis, and Cross-Cultural analysis.

10.) What is anthropology?

- a) The study of groups of people
- b) The study of the human mind
- c) The study of cultures
- d) None of the above

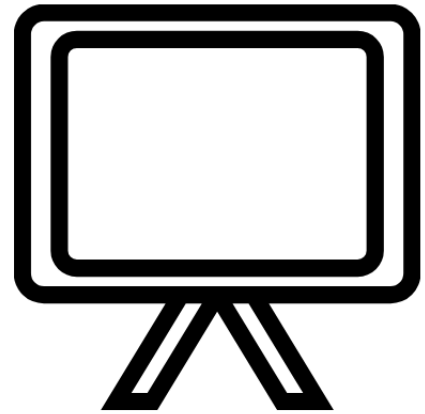
Anthropology is the study of the human race and its cultures. This relates to cultures, such as studying tribes in Africa.

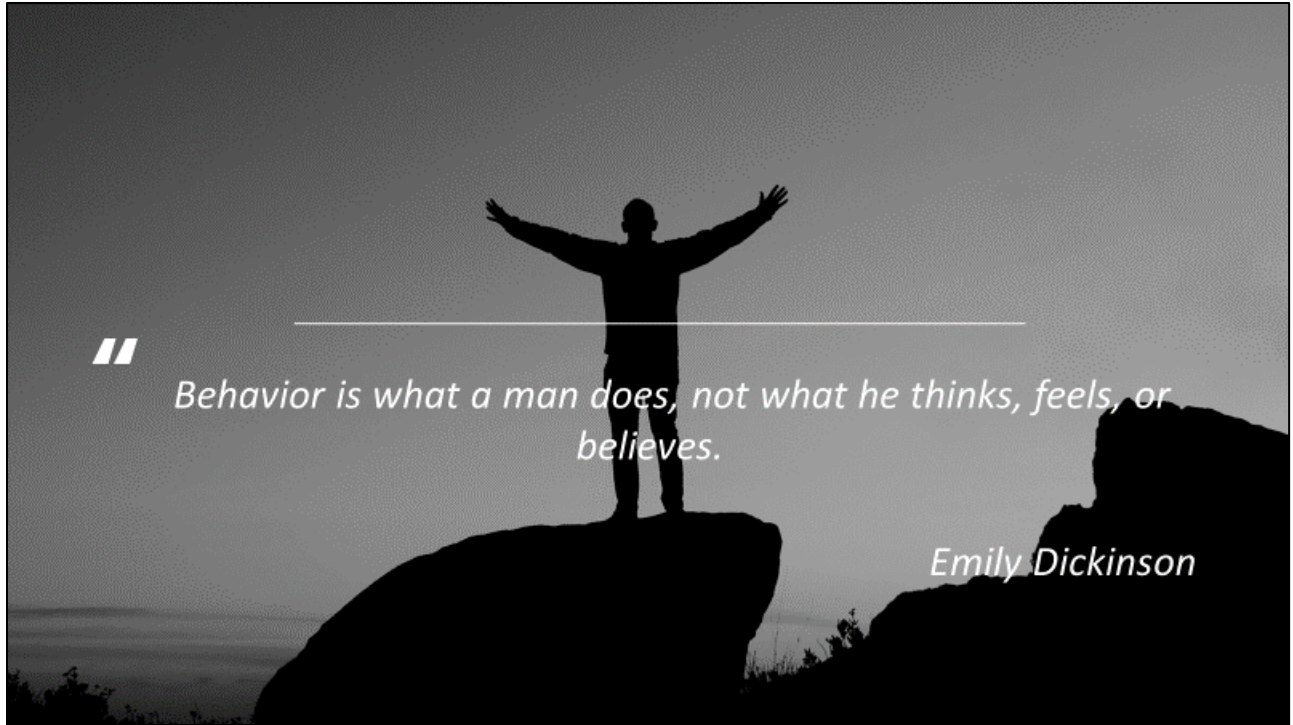
PowerPoint Slides



Below you will find the PowerPoint sample. The slides are based on and created from the Instructor Guide.

PowerPoint slides are a great tool to use during the facilitation of the material; they help to focus on the important points of information presented during the training.





MODULE TWO

The Science of Behavior

In life and business, behavior affects everything. Great corporate behavior can open the door to creating happy customers, and bring in new customers.



What is Behavior?

Behavior is defined as the way a person acts or behaves; anything that an organism does involving action and response to stimulation.

Psychology

- Training / Learning
- Engagement
- Job Satisfaction
- Decision Making
- Leadership
- Stress





Sociology

Attitude

Group Processes

Group Decision making

Communication

Anthropology

Anthropology is the study of the human race and its cultures.



Practical Illustration



- What is Behavior?
- Psychology
- Sociology
- Anthropology

Module Two: Review Questions

1. What develops behavior?

A. Psychology

B. Sociology

C. Anthropology

D. All of the above

Quick Reference Sheets



Below is an example of our Quick Reference Sheets. They are used to provide the participants with a quick way to reference the material after the course has been completed. They can be customized by the trainer to provide the material deemed the most important. They are a way the participants can look back and reference the material at a later date. They are also very useful as a take-away from the workshop when branded. When a participant leaves with a Quick Reference Sheet it provides a great way to promote future business.



Developing Corporate Behavior

Quick Reference Sheet



Conservation of Materials



It costs a lot of money to run a company. A huge expenditure is supplies and materials for employee use. Supplies are a necessary expense, but a lot of supplies are wasted, broken, or stolen by employees.

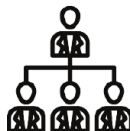
Encouraging corporate behavior that values conserving those supplies could save the company thousands of dollars. This doesn't mean that you should make it hard for employees to obtain the materials they need to perform their job functions, but it does mean that you should be monitoring usage, and deciding if the usage is excessive or not for each particular department.

According to HR.com, on average each employee wastes over 1400 sheets of paper per year. That adds up to \$84 per employee. How many employees do you have in your company?

Managerial Structure

Managerial structure relates to how the management team is put together, and what types of employees make it up. Unfortunately, many of us have dealt with an incompetent boss. Nothing squashes employee morale quicker than a poorly trained manager. A supervisor should have three major qualifications:

- **Leadership skills:** Understand how to lead a team effectively. Understand the proper way to address employees and how to encourage and motivate them. They should have knowledge about how to give constructive criticism.
- **Departmental Knowledge:** Knowledge of the processes and function of the department. This means that the manager should know how to perform the job tasks of the employees they supervise. The worst thing in the world is to have a boss that doesn't know how you do your job, and wants to critique you.
- **Company Knowledge:** The manager should be knowledgeable about what product or service the company provides to the public, and about what is new with the company. They should know what the company goals and values are, and what the future plans are for the company.



Improved Employee Performance

A happy worker makes a happy company. Encouraging corporate behavior that promotes safety, recognition, and engagement creates happy employees. When an employee is content in their position, their productivity rises. Here are some ways your employees' performance can improve:

Better customer service



Rise in productivity



More positive work atmosphere



Fewer wasted resources and supplies



Decreased absenteeism



Better team work



Better communication with co-workers



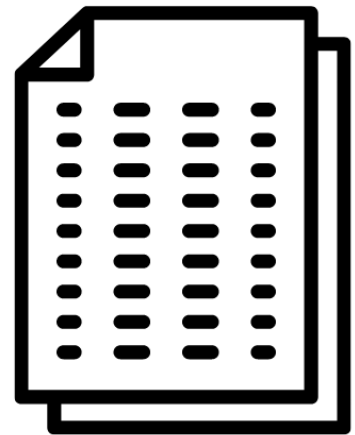
Handouts



Each course is provided with a wide range of worksheets.

Worksheets help check your participants' understanding. If a lesson calls for a worksheet, it will be listed in the Lesson Plan box under Materials Required. All worksheets are customizable and can be found in the Appendix of the Instructor Guide and the Training Manual.

As a trainer, icebreakers give your participants the opportunity to get to know each other better or simply begin the training session on a positive note. Icebreakers promote collaboration, increase engagement, and make your training more light-hearted and fun. Below is an example from the Icebreakers folder.



Sample Worksheet 1

Color Psychology

Pick the color that you like the most and see what it says about your personality.

<p>Purple:</p> <p>Mysterious Knowledgeable Creative Intuitive</p>	<p>Pink:</p> <p>Thoughtful Playful Romantic Sensitive</p>	<p>Red:</p> <p>Confident Determined Bold Extrovert</p>	<p>Yellow:</p> <p>Idealistic Attentive Fun Energetic</p>
<p>Blue:</p> <p>Intelligent Trustworthy Charming Loveable</p>	<p>Green:</p> <p>Balanced Affectionate Adventurous Peaceful</p>	<p>Orange:</p> <p>Good Natured Social Ambitious Positive</p>	<p>Black:</p> <p>Introverted Loyal Disciplined Serious</p>

Icebreaker: Ball Toss

PURPOSE

To help participants get to know each other.

MATERIALS REQUIRED

Use a small lightweight ball that you can easily toss around the room, like a NERF ball.

PREPARATION

None

ACTIVITY

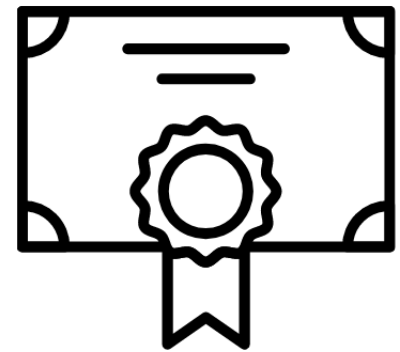
Toss a ball to one of the participants who then makes the first introduction and shares one interesting fact about themselves. They then throw the ball to someone else. Challenge the group to complete the introductions without throwing the ball to the same person twice.

Tip: You may wish to have a member of the group toss the ball to you, too.

Certificate of Completion



Every course comes with a Certificate of Completion where the participants can be recognized for completing the course. It provides a record of their attendance and to be recognized for their participation in the workshop.



CERTIFICATE OF COMPLETION

[Name]

Has mastered the course

Developing Corporate Behavior

Awarded this _____ day of _____, 20____

Presenter Name and Title
