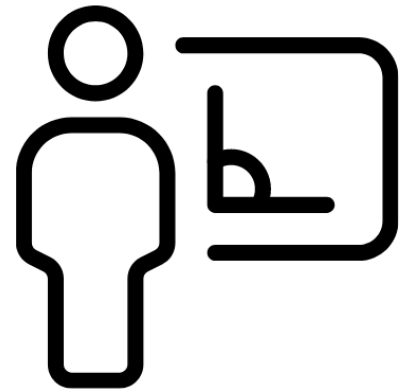


# Instructors Guide



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.



*Keep your face always towards the sunshine –  
and shadows will fall behind you.*

**Walt Whitman**

## Module Two: The Right Attitude Starts with You



General Psychology Vol 5(4).

Keeping a positive mental attitude in the face of difficulty isn't easy. In fact, according to psychologists, our brains seem to be hardwired to focus on the negative, as studies have shown. However, here is some positivity to focus on: many studies have also demonstrated that cultivating an "attitude of gratitude" and engaging in regular exercise and meditation have dramatic effects on our sense of well being.

Source: Baumeister, Roy F.; Bratslavsky, Ellen; Finkenauer, Catrin; & Vohs, Kathleen D. (2001) "Bad is Stronger Than Good" Review of

### Be Grateful



It's natural and easy to focus on the negative things that happen in our lives. When a reckless driver cuts you off on the highway, your pulse races and your adrenaline begins to flow. Maybe you start to shake, and it's likely that this feeling stays with you for a while. However, the good things in life often escape our notice, whether it's the person who greets you with a smile or holds the door open for you. Taking note of the good things in your life involves a conscious decision, but it has a huge payoff. Oprah Winfrey once noted that the single most important thing she's ever done was to write five things that she's grateful for in a journal at the beginning of each day. And the science backs her up. Psychologists from the universities of California and Miami performed an experiment in 2003 that found that keeping a daily journal of what you're grateful for can increase your own sense of wellbeing throughout your life.

Source: Emmons, Robert A. & McCullough, Michael E. (2003) "Counting blessings versus burdens: An experimental investigation of gratitude and subjective well-being in daily life." *Journal of Personality and Social Psychology* Vol 84(2)

<b>Estimated Time</b>	<b>8 minutes</b>
<b>Topic Objective</b>	Introduce gratitude.

<b>Topic Summary</b>	<b>How does being grateful improve your attitude?</b> Discuss gratitude and positivity.
<b>Materials Required</b>	<a href="#">Worksheet 1: Gratitude</a>
<b>Planning Checklist</b>	None
<b>Recommended Activity</b>	As a group list different things for which you are grateful. These can be simple, such as a good cup of coffee, or hug, the birth of a child or grandchild. As a group, discuss different ways to accentuate the positive in your lives. Take note of how everyone feels after doing so.
<b>Stories to Share</b>	Share any personal or relevant stories.
<b>Delivery Tips</b>	Encourage everyone to participate.
<b>Review Questions</b>	What steps can you take to cultivate a positive attitude?

## Make Gratitude a Habit



Sustaining a positive outlook requires consistent practice. If taking a moment to note what's going right can give you a good feeling, imagine the cumulative effect of doing so daily. In order to do so, you have to cultivate a habit.

### Forming a habit:

- Use a **reminder**. For example, at the beginning of your workday before (or after) you clock in. Let this act as a cue to list five things you're grateful for in a gratitude journal.
- Have a **routine**. Try to write in your gratitude journal at the same time every day.
- **Reward** yourself. Although developing a cumulative sense of gratitude is its own reward, the act of setting up a specific reward helps to divide a large task into many small tasks. For example, for after a week of successively keeping your journal, pick a small reward for yourself.
- Doing something consistently becomes automatic over time, but that time can vary between 18 and 254 days to do so. The average amount of time to make a habit automatic is around two months.
- If you miss a day, don't beat yourself up. Take note however why you missed it as well as any strategies to counteract whatever caused you to miss it. Be aware that a change in routine can disrupt habitual behavior and may require the development of a new reminder and routine.

Sources: <http://www.spring.org.uk/2009/09/how-long-to-form-a-habit.php>

<http://jamesclear.com/three-steps-habit-change>

<b>Estimated Time</b>	<b>6 minutes</b>
<b>Topic Objective</b>	The Gratitude Journal.
<b>Topic Summary</b>	<b>Each participant creates and maintains a gratitude journal</b> Participants list five things they are grateful for each day.
<b>Materials Required</b>	<b>Blank notebooks or folders with blank pages</b>
<b>Planning Checklist</b>	None
<b>Recommended Activity</b>	At the beginning of each day of training, either after the icebreaker or instead of it, each participant privately notes five things they are grateful for. Invite volunteers to share with the rest of the class.
<b>Stories to Share</b>	Share any personal relevant stories.
<b>Delivery Tips</b>	Encourage everyone to participate.
<b>Review Questions</b>	What are the three R's of consciously forming habits?

## Keep Your Body Healthy



Regular exercise is crucial for producing a positive attitude. It stimulates the production of pleasure chemicals in our brain called endorphins, and has been shown to combat depression effectively.

Source: <http://science.howstuffworks.com/life/exercise-happiness2.htm>

### Important aspects of good exercise:

- Never exercise beyond your physical capabilities.
- The ideal exercise plan includes flexibility, strength, balance, and endurance training.
- Drink plenty of water.
- Vary your routine from time to time by replacing old exercises with new ones.
- Avoid exercise within the three hours before you go to sleep

Source: *Editors of Reader's Digest (1993) Family Guide to Natural Medicine*

<b>Estimated Time</b>	<b>10 minutes</b>
<b>Topic Objective</b>	Introduce A Balanced Exercise Routine.

<b>Topic Summary</b>	<b>A Balanced Exercise Routine</b> Consider the types of exercises that would make up a well-balanced exercise routine.
<b>Materials Required</b>	<b>Flipchart/board and marker</b>
<b>Planning Checklist</b>	None
<b>Recommended Activity</b>	Discuss what exercises train for flexibility, balance, endurance, and strength. Develop a tentative exercise regimen that works for your exercise level.
<b>Stories to Share</b>	Share any personal, relevant stories.
<b>Delivery Tips</b>	Encourage everyone to participate.
<b>Review Questions</b>	What is a good exercise for developing one's balance?

## Invoke Inner Peace



Cultivating positive thinking is also a process of invoking inner peace. Here are some ways to do so:

- Identify negative and automatic thoughts and counter them with alternatives. Typically, these thoughts frame situations in terms of black and white and either/or terms. They also tend to make logical leaps. For example, your boss may have a look of disapproval. An automatic thought might be to assume she is angry because you were late to work. But you were only late to work by a couple of minutes, and you're always on time if not early, so it's ridiculous that your boss should be so angry. And the train of assumptions can go on indefinitely. When you encounter such thoughts, reframe your assessment from terms that this is the case to this may be the case along with other possibilities. Consider other possibilities, including those that have nothing to do with you. Practice reality testing by asking your boss if she is upset with you and what can you do to improve the situation.
- Practice meditation regularly. This helps you to focus on the moment as well as to feel more relaxed, and even doing as little as 10 minutes a day can have powerful effects throughout your day.
- Keep a journal of your thoughts and feelings. This can be particularly helpful during times of stress. It can help you to both articulate and organize your thoughts. One study found that

writing about an intensely positive experience for three consecutive days still contributed to positive moods three months later.

Source: Burton, Chad M. & King, Laura A. (2004) "The health benefits of writing about intensely positive experiences" *Journal of Research in Personality* Vol 38 (2).

- Schedule time for play. Make sure to take time to relax and enjoy life on a regular basis. This will not only help develop a positive outlook, but also increase your creativity

<b>Estimated Time</b>	<b>8 minutes</b>
<b>Topic Objective</b>	Identify and counter negative thoughts
<b>Topic Summary</b>	<b>Alternatives to negative thinking</b> Discuss alternative possibilities for reframing and reaction to negative thoughts.
<b>Materials Required</b>	<a href="#">Worksheet 2: Meditation</a>
<b>Planning Checklist</b>	Pass out Worksheet 1: Meditation. Be sure to make enough copies for the entire class.
<b>Recommended Activity</b>	As a group, discuss a negative or disturbing situation and brainstorm alternative ways to assess the situation and alternative actions to improve the situation.
<b>Stories to Share</b>	Share any personal, relevant stories.
<b>Delivery Tips</b>	Encourage everyone to participate.
<b>Review Questions</b>	What is automatic thinking?

## Practical Illustration



Monica was had just graduated from college with a mountain of student loan debt and no job, despite the fact that she had been looking for months. She grew depressed. Her life consisted of wasting away on the couch and watching reruns of Oprah Winfrey. When she saw the episode about gratitude, Monica decided to give it a try. She now had a degree. She had a working car. Best of all, Monica had family and friends who encouraged her, including a professor who was willing to recommend her for an office job. The more she

focused on what she did have, the better she felt. Monica started to feel enthusiastic about the potential the future held.

## Module Two: Review Questions

1.) Which of the following advocates keeping a gratitude journal?

- a) Barack Obama
- b) James Franco
- c) Miley Cyrus
- d) Oprah Winfrey

Oprah Winfrey once noted that the single most important thing she's ever done was to write five things that she's grateful for in a journal at the beginning of each day.

2.) According to scientists, keeping a gratitude journal every day increases what?

- a) Your sense of judgment
- b) Your sense of wellbeing
- c) Your understanding of what is not working in your life
- d) Your religious beliefs

Psychologists from the universities of California and Miami performed an experiment in 2003 that found that keeping a daily journal of what you're grateful for can increase your own sense of wellbeing throughout your life.

3.) Which of the following is helpful in developing a habit?

- a) Using a reminder
- b) Having a routine
- c) Rewarding yourself
- d) All of the above

The three R's of forming a habit are reminder, routine, and reward.

4.) What is the average amount of time to make a habit automatic?

- a) Two days
- b) Two weeks
- c) Two months
- d) None of the above

It takes anywhere from 18 to 254 days of consistently doing something to make that a habit, but the average is around two months.

5.) Which of the following is Not an aspect of a good exercise routine?

- a) Strength training
- b) Speed training
- c) Balance training
- d) Flexibility training

A well-balanced exercise routine works on strength, balance, endurance, and flexibility.

6.) Which of the following is Not a good time to exercise?

- a) When you wake up
- b) After lunch
- c) In the early afternoon
- d) Right before bed

Exercising right before bed can make it difficult to fall asleep.

7.) Meditating as little as \_\_\_ minutes a day can help invoke inner peace.

- a) 2
- b) 10
- c) 30
- d) 60

Practice meditation regularly. This helps you to focus on the moment as well as to feel more relaxed, and even doing as little as 10 minutes a day can have powerful effects throughout your day.

8.) Writing about an intensely positive experience for \_\_\_ consecutive days still contributed to positive moods three months later.

- a) Ten
- b) Six
- c) Three
- d) Fifteen

Keeping a journal of one's thoughts and feelings can particularly be helpful during times of stress.



9.) Our brains are hardwired to think positive thoughts.

- a) True
- b) False

In fact, according to psychologists, our brains seem to be **hardwired to focus on the negative**, as studies have shown.

10.) Sustaining a positive outlook requires \_\_\_\_\_.

- a) Support from others
- b) Consistent practice
- c) And B
- d) None of the above

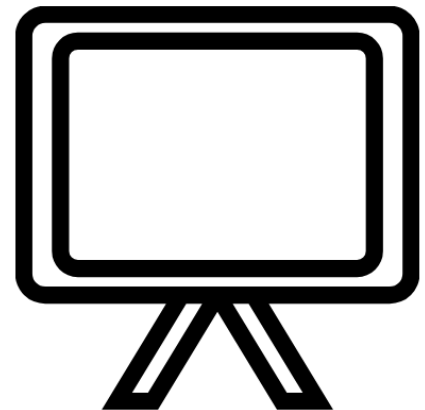
Sustaining a positive outlook requires **consistent practice**

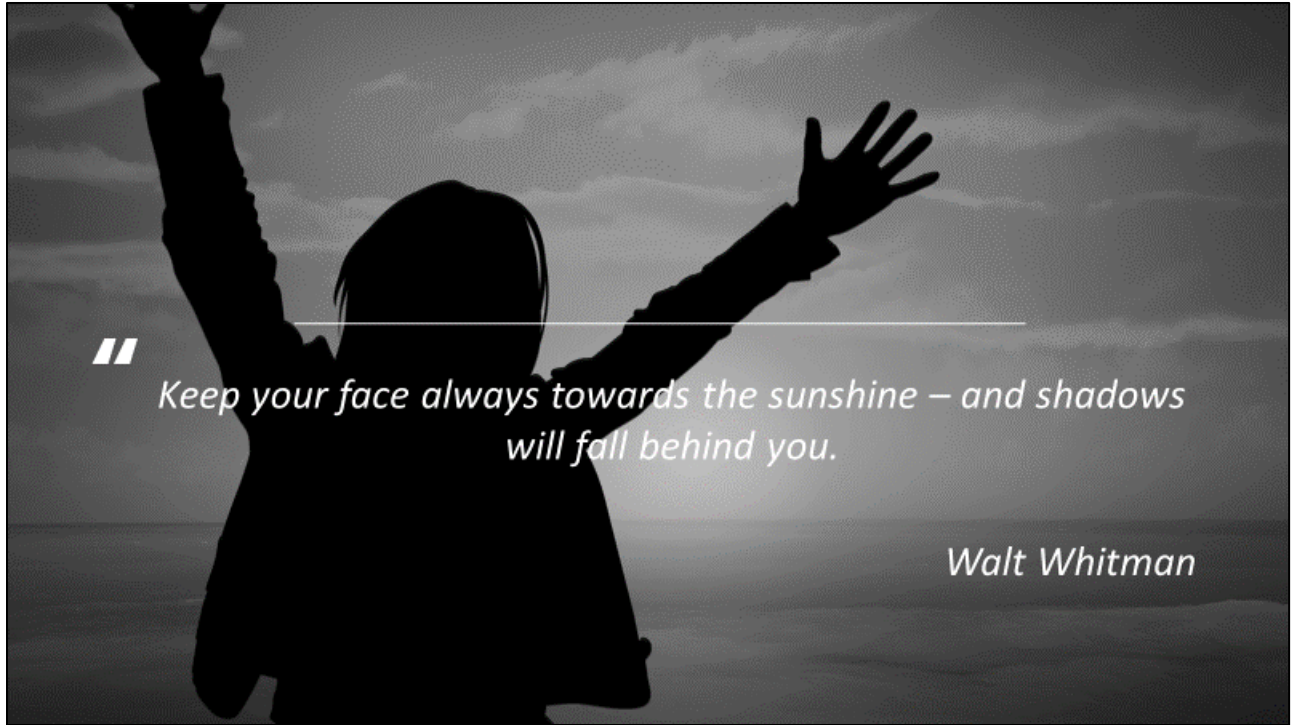
# PowerPoint Slides



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.





“

*Keep your face always towards the sunshine – and shadows  
will fall behind you.*

*Walt Whitman*

## MODULE TWO

# The Right Attitude Starts With You

Keeping a positive mental attitude in the face of difficulty isn't easy. According to psychologists, our brains seem to be hardwired to focus on the negative, as studies have shown.



## Be Grateful

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It's natural and easy to focus on the negative things that happen in our lives.

## Make Gratitude a Habit

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- Use a reminder
- Follow a routine
- Reward yourself





## Keep Your Body Healthy

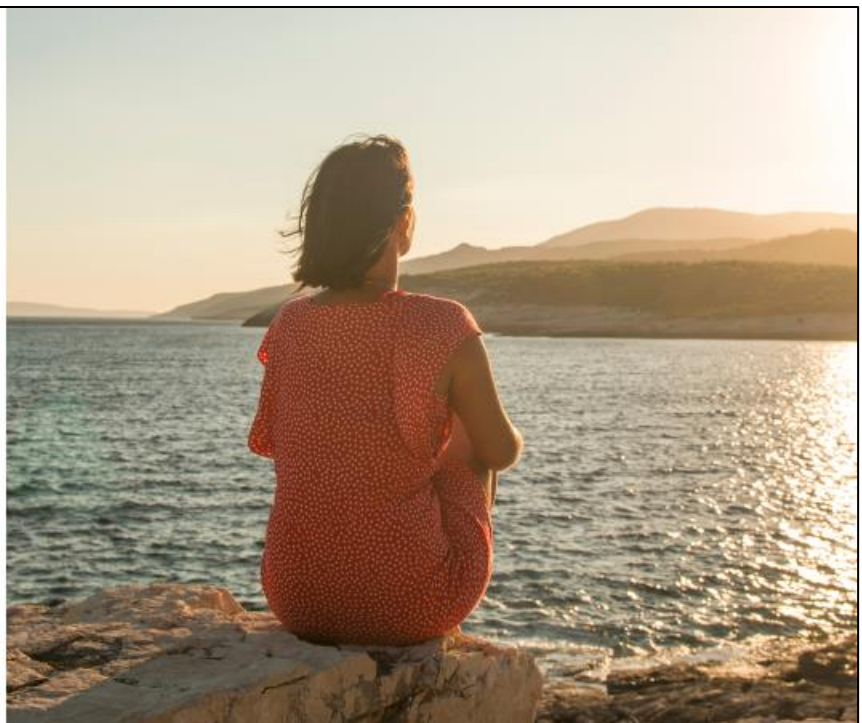
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- Never exercise beyond your capabilities
- Drink plenty of water
- Vary your routine

## Invoke Inner Peace

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Cultivating positive thinking is also a process of invoking inner peace.



## Practical Illustration



- Be Grateful
- Make Gratitude a Habit
- Keep Your Body Healthy
- Invoke Inner Peace

## Module Two: Review Questions

1. Which of the following advocates keeping a gratitude journal?

A. Barack Obama

B. James Franco

C. Miley Cyrus

D. Oprah Winfrey

# 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.

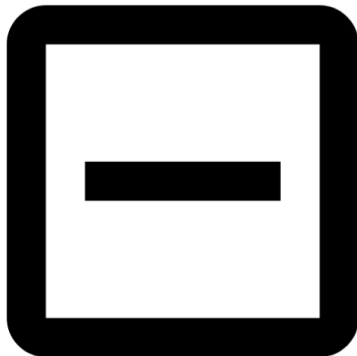


# Handling a Difficult Customer Quick Reference Sheet



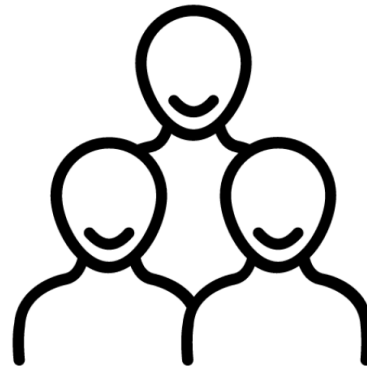
## Do Not Respond with Negative Words or Emotions

When working in the customer service field, you will frequently encounter negativity from your customers. If you respond with negative words or emotions, this can reinforce that negativity. While responding with empathy often requires that you acknowledge a customer's negative emotions, your choice of words can set the tone for the remainder of the conversation. For example, to acknowledge that your customer has had a frustrating experience, using the word "challenging" rather than "frustrating" can communicate that the problem is a solvable one rather than insolvable.



## Focus on Positive Thoughts

Negative thoughts and emotions narrow our focus. One result of this is we perceive that we have fewer options. Positive thoughts and emotions broaden our focus and open up a wider range of possibilities. Cultivating positive thoughts and emotions also has a cumulative effect of helping you to become more resourceful over time.





## They are Generally Unhappy

Customers who are generally unhappy people can be exceptionally difficult. When you ask what is wrong, they can launch into an entire laundry list. Often unhappy people pursue negative rewards in their interactions. Consequently, they may want you to slip into a Child or Parent mode to complement their corresponding Child or Parent mode, because this confirms their negative view of life. Destructive labeling is a common distorted thinking pattern that you'll find with this type of customer. When dealing with generally unhappy people, you can help them by refocusing their attention on the here and now and the problem at hand. Rather than asking what is wrong, you can ask, how can I help you today, or look for specific steps you can take to resolve a specific issue. Remember that the way to counteract destructive labeling in yourself is to focus on specifics. This focus on a specific and resolvable problem in your impossible-to-please customer can aid in counteracting their destructive labeling. You may find that they continuously resist and try to lure you in to a Child or Parent state. If possible, you may have to call a time out to regroup yourself. The most important step in dealing with generally unhappy customers is to remain authentically positive and in the Adult mode. Dealing with this type of customer can be a source of frustration, so be prepared to reframe the problem when you identify this emotion in yourself or your customer.

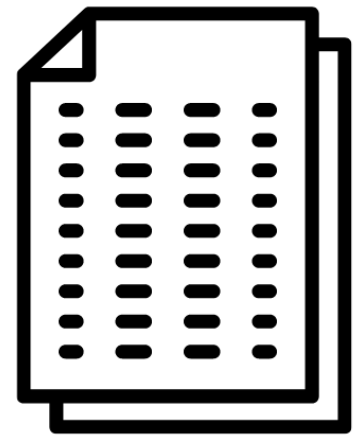
# Handouts



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 2

# Meditation

There are numerous techniques for meditation and different approaches have slightly different effects. Here are some different techniques for meditation.

### Technique 1: Turning down the volume

Sometimes finding inner peace is simply a matter of turning down the volume of your thoughts. This counting meditation can help.

- Sit in a comfortable space where you won't be disturbed.
- Wear loose clothing and turn off your phone.
- Close your eyes and focus on your breath as you inhale through your nose and exhale out your mouth. Consider whether deep or shallow breaths feel more comfortable.
- Count your inhale and exhale up to ten: inhale (1) exhale (2) inhale (3) exhale (4) etc. If you get distracted by thoughts, gently let them go and return to counting your breath.

### Technique 2: Creating positivity

An exceptional technique for cultivating positive thoughts is called loving kindness meditation (LKM).

- You can approach this similarly to the counting meditation above, but instead of counting, think the word "one" after each inhalation and exhalation, or any other short word that has a neutral connotation.
- Once you've focused on your breath for a while, think of a person whom you feel warmly towards. Focus on those feelings as you breathe in and out.
- Imagine the feelings expand to include another person in this circle of warmth and focus on these feelings.
- Add more people you feel warmly towards and grow the circle.

### Technique 3: Progressive Relaxation

This technique can help you to slip into a deeper state of relaxation. Unlike the first two, this one is best performed while lying on your back in a comfortable space.

- While breathing slowly, focus your attention on the muscles in your toes and feet. Consciously tense them up and hold this while you breathe in and out.
- After holding the tension for a breath, inhale and release the tension in your toes and feet
- Move progressively up your body, tensing and untensing muscle groups while maintaining a steady breath. Use your exhalations to help untense your muscles.
- Once you have progressed to the top of your head, refocus on any areas where you are still tense and inhale and exhale out the tension.

### Technique 4: A Quick Relaxation Response

This is a helpful technique when you find yourself in a stressful situation. Inhale and tense up all of your muscles. Exhale while holding the muscles tense. Inhale again slowly. When you exhale again, untense your muscles. Repeat as needed until you feel relaxed.

## Icebreaker: Cleaning Up

### PURPOSE

In order to make the most of this workshop, students should come in with a fresh mind. This activity will help participants clear their heads and it will give them a stress management tool that they can use in the future.

### MATERIALS REQUIRED

1. Plenty of scrap paper, stacked in the middle of each table
2. Pens or pencils
3. Small basket, also placed in the middle of the table
4. Small prizes, if desired

### ACTIVITY

Explain to participants that this activity is completely confidential: no one will see the results of the activity.

Ask participants to take a stack of scrap paper. On each sheet, they are to write one thing that is on their mind (positive or negative). Once they have written down the item, they can scrunch up the piece of paper and toss it in the basket. If you like, you can give participants a small prize for each item that they get rid of.

Explain that since stress is individual, some people will have many items and some will only have a few. That's OK! However, encourage participants to write down at least one item.

### DEBRIEF

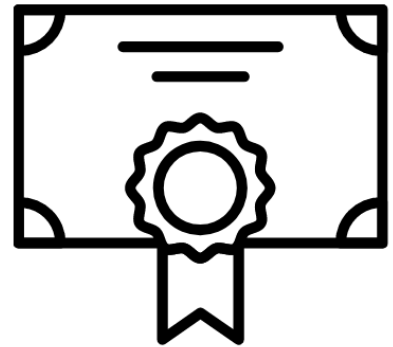
After about five minutes, discuss the activity.

5. How did the activity feel at the beginning? (Some people find the activity embarrassing or silly at the beginning.)
6. How did you feel by the end? (Some participants, particularly tactile learners, find this activity immensely stress-relieving.)
7. How could you use this technique to manage stress in your life? (Encourage participants to try this activity the next time are having a hard time concentrating, or if they feel overwhelmed.)
8. Are we ready to start learning?

# 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  
Handling a Difficult Customer*

Awarded this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

Presenter Name and Title

\_\_\_\_\_