



The counter-intuitive approach  
to communicating...  
when outcomes are critical.





A state  
of mind...  
A way of  
behaving.

**People say...** "My challenges are complex...the people I'm dealing with don't always want to hear what I have to tell them...I can't necessarily get the best outcome".

**We say...** "Why spend time focused on thinking negatively and worrying about the problem when this valuable time could be better spent thinking and working towards a good outcome".

## mindset

CARM® is about the journey (building a bridge across a turbulent divide) enabling both parties to reach the other side safely. It is about "making people feel safe on a number of levels physically and emotionally." The CARM® Approach helps guide conversations in a constructive way as opposed to a reactive way, empowering people to achieve outcomes. Unique, memorable and results driven.

At CARM® we crystallise the skills of communication when outcomes are critical, whether you are negotiating, resolving conflict, de-escalating hostility, creating mutual understanding or strengthening relationships. Most importantly we are about achieving results.

The word CARM® itself is symbolic of a **State of Mind** (how to think in these personally and professionally challenging moments) and a **Way of Behavior** (how to act appropriately when professionally and personally challenged). When either one is not aligned you risk moving even further away from where you need to be. However when they are in sync then opportunities prevail.

What CARM® will do for you is provide the principles and strategies which bring these two critical areas into alignment achieving the best outcomes equal to the most highly skilled leaders and communication practitioners. When you use the CARM® approach your people can experience the tremendously satisfying and rewarding feeling such results bring.


At CARM® Training we inspire and equip people with the skills to communicate better and breakthrough when outcomes are critical.

### Brief History

CARM® Training began developing its unique approach to communicating in 1996 after recognising there was a strong need for a new approach in developing communication skills that could translate what is considered complex into something which is more easily understood, learnt and applied. Something, which would enable people to achieve better results at work through the way they communicate.

Our training initially set about empowering people to understand and manage their own responses to challenging and difficult circumstances in their workplace, where emotions, anger and aggression was involved. We helped people develop within themselves a more respectful, effective and robust communication approach.

## connect



From the beginning CARM® Training resolved that it would maintain the highest standards of quality and customer service and that it would attract a team with the highest levels of expertise who genuinely shared the values and vision of the company. By applying this formula, CARM® has continued to grow as a respected training and consulting group which boasts some of the finest people and innovative solutions available as well as an impressively loyal client base.

## Why CARM® Training

CARM®'s unique approach to communicating is "counter-intuitive" because we understand how stress and frustration interferes with the normal process of thinking and communicating. How it can and does dilute rational thinking in favour of an emotional state.

## relate

Over time our emotionally driven behaviour can become habitualised in our approach to communication. These are the habits that continue to influence the success or otherwise that we experience whilst communicating with others.

The CARM® approach develops and reinforces communication behaviours that contribute to successful outcomes. Our approach is underpinned by both **emotional** and **behavioural intelligence competencies**. We help people identify the power and affect that unchecked emotions have on a given situation. We provide the framework for interpersonal communication to progress and remain productive in these otherwise emotionally charged environments. We explore the enabling elements of human influence.

CARM® Training provides expert training and coaching services to many thousands of people in a wide range of industries and a broad range of professional environments. Through all levels of an organisation – front line staff through to senior executives – our expertise continues to help people and organisations improve their customer service and their internal and external relationships. We are recognised for the improved results their staff enjoy.

CARM® Customers remain our long term partners because we are a trusted service provider. It's a trust we have earned through the value we place in our customer relationships. We are totally committed to helping people communicate better and we work hard to ensure that everyone who receives CARM® Training receives a training solution that they can put into practice and rely on in helping them to achieve the best outcomes.

## Our Solutions

CARM® Training offers our clients access to an outstanding body of intellectual property and expertise in our specialised area of, "communicating for outcomes".

Solutions include:

- Nationally Accredited Competency Based Face to Face training programs
- Face to Face workshops (Competency based/non assessed);
- Interactive online E-learning including online assessment;
- One on one coaching and debriefing sessions for executives, managers and team leaders;
- Seminars for larger audiences;
- Consulting services to develop specialised training solutions;
- Self-directed workbooks.

CARM® can also train your in-house trainers to deliver our highly acclaimed programs to your own people under licence. Through an RTO partnering agreement with CARM®, your people can still receive Nationally Recognised qualifications.

## A Counter-Intuitive Approach

- Conflict can trigger defensive positions that can be counterproductive to the communications process. These intuitive, instinctive processes prepare you for a state that is governed more by emotion than by logic and reasoning.

## influence

- When people communicate with each other whilst in this state of mind, the communication can become counterproductive...often times leading to a further escalation. When we can prime our thinking to counter this intuition, we open the path to more effective communication. Through new strategies we can develop and promote new patterns of thinking and behaviour. By changing the way we 'see' things internally and 'respond' to things externally in these times of conflict we pave the way forward.



## CARM® People

The CARM® Team are highly qualified and skilled professionals with many years experience as facilitators, trainers, coaches and consultants delivering expertise in this field. We are a passionate team, providing our unique approach which recognises the interplay between human behaviour, emotions and mindset and provides a framework/ schema for people to improve the outcome of their communication. Just as importantly the CARM® team are focussed and committed about what we do and how we can help you.

# outcomes

Our counter-intuitive approach to communicating when outcomes are critical represents a very powerful and effective communication tool. Helping to improve dialogue within interactions and maintain a focus on outcomes.

Our team has established a deserved reputation and has been recognised for excellence, leadership and innovation in the provision of training consulting and coaching services.

## Want to Know More?

Come and visit us online at [www.carmtraining.com](http://www.carmtraining.com) and experience our CARM® Resources and CARM® Reflections or preview our online programs.

- Contact CARM® Training on our national customer service number **1300 367 475** for more details.
- Send us an email to discuss or enquire about any aspect of our service or approach in more detail via [contact@carmtraining.com](mailto:contact@carmtraining.com)

## Industry Groups We Have Helped

- Banking and Finance;
- Healthcare;
- Insurance;
- Telecommunications;
- Hospitality;
- Event Management;
- Education;
- Technology;
- Pharmaceuticals;
- Gaming;
- Oil and Gas;
- Transport – Rail, Bus, Ferry and Aviation;
- Retail;
- Local State and Federal Government.

## CARM® Training

(Passmore Duff Pty Ltd)  
Suite 303, 354 Eastern Valley Way  
Chatswood NSW 2067  
Correspondence: PO Box 718  
Northbridge NSW 1560

The CARM® Approach

- essential for your customers
- critical to your business



[www.carmtraining.com](http://www.carmtraining.com)

“Out of challenge and conflict, we bring perspective and CARM®”

