

The Skills of Influence, Persuasion and Change

Discover the Master Communication Skills that will help you to help others!

Learn effective skills and earn 8 contact hours

Dates: 2025 Sioux Falls, SD February 28th 8a-5p

Criminal Minds, Lie to Me, The Closer, Profiler...we've all seen the television show, or movie with the character who can look at another person, and in only a moment, understand who they are, and what they want. In real life, we have TED talks, videos, and books where experts in micro expressions, body language, and non-verbal communication talk about these same abilities. When these people speak, it can seem that they have ready access to information the rest of us do not. Some can even appear to have a sixth sense.

It's high time you realized that these people aren't any different from you. They are not smarter, or in any way gifted. They simply learned a set of skills, and practiced until they were effective. We've all heard that euphemism that 90% of all communication is non-verbal. The only difference between you, and the experts you see, and read about, is that they took that 90% idea seriously, and they learned to see it, and hear it.

Are you ready to learn the master communication skills used by the very best sales people, business managers, law enforcement, and intelligence services in the country? Are you ready to see all this, as simply a set of skills that can be learned, practiced, and used to help you help others reach their goals? If you are ready to learn the communication skills used by the very best, this training is for you.

1. Well Formed Outcomes
 - A. If you want to change people... change their neurophysiological state
 - B. Five basic needs: Security, Belonging, Competence, Freedom, Self-Expression
 - C. Change is ALWAYS based on emotion: emotional leveling and the four ways we avoid it
 - D. Outcomes as sensory experience: What will you see, hear and feel when you have your outcome
 - E. Dovetailing their outcome and yours

2. Building Rapport
 - A. Focus on nonverbal communication
 - B. What do you see, hear and feel
 - C. What is their map... see a decision strategy as a sensory map
 - D. Time for practice in pairs

3. Building Sensory Acuity
 - A. Don't just look... learn to see. Listening is optional.
 - B. 5 basic facial expressions
 - C. Nonverbal information: eye movement, breath, posture, position, gesture, tension,
 - D. Time for practice in pairs

4. Change is Taking an Outcome and Constructing A Decision
 - A. Universal decision process: Intensify the pain, suggest the solution, prove the solution, vaccinate against objections, ask for commitment, penalty for not responding.
 - B. How to see objections... before they appear
 - C. The change always happens before the before you see it
 - D. Putting it all together...time for practice in pairs

5. Questions and wrap up

Learning Format

This training will be 8 hours. It is classroom based, and a combination of lecture, demonstration, and practice. Participants will have the opportunity to see advanced communication skills demonstrated, they will discuss important elements, and then practice these skills with their peers with a focus on learning skills that apply to their specific setting or practice. The primary goal will be the development of effective communication skills that allow the clinician to be more effectively in their work with clients.

Learning Objectives

1. Participants will understand the idea that useful communication is not about facts and information. They will understand the role of emotion, mood, and need in the change process, and how to usefully support the people they are working with as they move toward a positive outcome.

2. Participants will learn outcome based verbal and nonverbal communication skills, practice these skills, and demonstrate competence. They will develop increased sensory acuity and be better able to see and understand nonverbal communication. They will focus on how to use these skills to support others as they move through the change process to achieve a useful outcome.

3. Participants will be able to see and understand how other people make decisions, and how they can support this process, and help others move toward a useful outcome.

Location:

All Sioux Falls training is held at the Lumber Exchange building conference center on 101 South Reid Street. The Lumber Exchange building, sometimes called the CNA building, is located downtown, within easy walking distance of four different hotels. The conference space is comfortable and private with excellent parking right across the street. Other training locations are listed on the training page.

Cost:

\$250 per person and space is limited. If you wish to attend this training, call Sioux Falls Hypnosis at 605-702-6691 to begin your registration process.

Continuing Education:

Counselors

The South Dakota Counseling Association has been approved by NBCC as an Approved Continuing Education Provider, ACEP No. 2042. Programs that do not qualify for NBCC credit are clearly identified. The South Dakota Counseling Association is solely responsible for all aspects of the programs. This organization, The South Dakota Counseling Association approval ID 1058, is approved as a provider for continuing education by the: South Dakota Board of Social Work Examiners.

Sadie Hanson Administrator

South Dakota Counseling Association sdca.counseling@gmail.com www.sdccounseling.org

Social Workers

Sioux Falls Hypnosis #1067 is approved as a provider for continuing education by the South Dakota Board of Social Work Examiners. Social Workers will receive 8 hours of continuing education clock hours for participating in this course.

Refunds/Cancelations:

If a student cancels prior to the first day of training, they will receive a complete refund, minus applicable credit card, or other transfer fees. If a student does not feel that the training course fits their needs at the end of the first day, they will receive a complete refund minus any applicable transfer fees. If a student completes the training, and does not feel satisfied with training, they will be refunded half of the cost of the training. Any other complaint or dispute can be addressed directly with the trainer/Sioux Falls Hypnosis.

Trainer

Daniel is a psychologist, entrepreneur, trainer, and past C-suite executive for healthcare and mental health operations across the United States. He started his career as a Professor of Psychiatry at the University of South Dakota School of Medicine. He left this position to be a founding partner and the Vice President of Operations at Curaquick, one of the nation's first retail health care chains. The Curaquick team opened clinics in seven states working with both Walmart and HyVee stores. Daniel sold his interests in Curaquick and went on to become the Chief Clinical Officer at Deer Oaks Mental Health. He was part of the management team that took Deer Oaks from 180 clinicians in 9 states to 360 clinicians in 19 states. During his time at Deer Oaks, the company went from 13 million to almost 30 million a year in revenue. Daniel left Deer Oaks to take the position of Vice President of Operations with Medoptions the nation's largest provider of behavioral health services in rehabilitation and long-term care. At Medoptions he worked with a staff of more than 800 Social Workers, Psychologists and Psychiatrists providing care in 21 states, including psychotherapy and psychiatry services. While at Medoptions, Daniel managed the integration of one of the largest mental health acquisitions ever completed, and when he left Medoptions the company generated over 90 million a year in revenue.

Daniel currently works as a consultant for corporations, and private equity groups across the United States who have an interest in the behavioral health space. He specializes in working with private equity groups, executive teams, operations managers, and clinical staff to improve business operations and clinical service. Daniel did his doctoral dissertation on Ericksonian Hypnosis, and spent the last 25 years applying hypnosis to clinical issues, as well as clinical supervision, training, sales, team building and customer service. He is an expert in non-verbal communication, behavioral analysis, and influence communication. He has trained government, military, law enforcement, mental health providers, and business/sales teams across the United States. He also owns Sioux Falls Hypnosis where he offers hypnosis services as well as training, and continuing education programming for psychologists, counselors, social workers, hypnotists, business managers, sales staff, and lay people working in the helping fields.

Daniel is the author of *Rebels Poets and Mystics* which came out in 2008 as well as his latest book, *The Bigger Picture*, which was released in 2021 and available on Amazon.

What other say about training with Daniel...

Your system for identifying how individuals are motivated by their needs and the examples that followed were so beneficial. The way you broke down the types of needs that motivate us, explained coping stances, and the blueprint for change made your talk actionable and provided our members with skills that can be applied to every transaction.

Jackie Walts, Director of Education Real Estate Association of the Sioux Empire

If you want a new exciting interactive experience, look no further. Daniel has vast knowledge in this field and is able to lead your practice in a new direction that makes sense.

Kelsey Foote, Counselor

Dan is a visionary, who has the uncanny ability to make things happen. He is motivated, persistent, creative and highly effective. I recommend him without reservation!

Ellen Muntz, Ph.D. Chief of Mental Health Services VA Health Services

I highly recommend Dr. Burow. I hired him to help me through a challenging time. He's brilliant, passionate, and loves what he does. If you're looking to break through in your business or personal life, book an appointment with him!

Yoli Olavarria, CPO Leaderlync

I now see what I need to see and I understand how to achieve what needs to happen to help others decide to change. This means I have more capacity and more energy and I can bring therapy to a whole new level.

Blair Sedlacek, Social Worker

Our (hypnosis workshop) attendees raved about his cutting-edge knowledge, warm manner of delivery, and seamless transition between topics. Dan is very articulate and answers questions with ease. Many of our participants commented that the sessions were not long enough and expressed a desire to see him present during a longer time slot. He is able to break down complex topics... at a level that even the layman can understand. His enthusiasm for knowledge and his desire to share that with others makes him a top-notch presenter. SDCA is looking forward to working with him again in the future.

Rebecca Christiansen, LPC-MC, LPC, NCC SDCA Executive Director

Daniel Burow is a talented hypnotherapist and teacher. He is compassionate, creative and has tremendous integrity. I highly recommend him!

DR. STEPHEN GILLIGAN, Psychologist

Daniel Burow has shown exceptional understanding of the use of hypnosis technology to assist clients. His psychology experience coupled with traditional and non-traditional hypnosis and NLP gives him a unique platform for the understanding of clients.

SCOTT MCFALL, Hypnotist