

3-C Communication™

Organizational Training Program Overview

Introduction

3-C Communication™ is a comprehensive self-development program designed to develop and strengthen communication and leadership skills. **3-C Communication™** is an inside-out approach to communication, developing both *intra*-personal communication (how we think about and treat ourselves) and *inter*-personal communication (how we think about and treat others):

How well we...

- *Listen to ourselves*
- *Refrain from judging ourselves*
- *Trust our feelings*
- *Remain truthful with ourselves*
- *Honor our intuition*
- *Show dignity and respect to ourselves*
- *Believe in ourselves*
- *Follow our natural way*

Is how well we...

- *Listen to others*
- *Refrain from criticizing others*
- *Validate another's feelings*
- *Treat others with sincerity and integrity*
- *Respect another's intuition*
- *Give dignity and respect to others*
- *Encourage and believe in others*
- *Avoid controlling and interfering with others*

We communicate in multiple ways - - verbally, through our words, tone, and inflection, and non-verbally, through our facial expressions, body language, and attitude. But all of our communication flows from one source; the way we think. How we think is crucial to how we communicate. Whether consciously or unconsciously, our thoughts are the basis for what we say and how we say it, how we interpret the words and actions of others, how we make choices and decisions, and how we frame everything that happens in our lives.

3-C Communication™ offers a powerful, highly effective formula for creating awareness of our thoughts and cultivating empowerment and positive communication through the 3 C's of **Clean**, **Clear**, and **Caring Communication**:

Clean means that we have emptied our minds of the build-up residue of judgments, assumptions, and comparisons that can keep us tangled up in our "stories" and block our ability to clearly understand ourselves and others and effectively navigate life situations.

Clear means that we have opened a clear pathway through our minds to a wellspring of deeper knowledge within us that can provide vital guidance and creative solutions in our daily lives and assist us in communicating from a place of truth, intention and care.

Caring means that we cultivate ongoing awareness of how we communicate and strive to practice treating ourselves and others with care, understanding, empathy, and respect, making it a regular practice to ask, "Am I doing to another what I wouldn't want done to me?" and "Am I doing to myself what I wouldn't want another to do to me?".

The **3-C Communication™ Organizational Training Program** is designed to benefit four key areas of self-development:

Personal Development:

Deepen self-awareness and confidence
Improve health and reduce stress
Develop powerful listening abilities

Professional Development:

Build trusting, respectful relationships
Cultivate cooperation and teamwork
Resolve conflicts and diffuse tensions at their earliest point

Leadership Development:

Motivate and draw out the strengths and unique talents of team members
Use the power of intention to establish goals and priorities and set a course of action
Access full-spectrum knowledge for decision-making and problem solving

Organizational Development:

Approach change with flexibility, resilience and resourcefulness
Identify and act on emerging opportunities for organizational growth and development
Expand creative thinking to develop new ideas, projects and products

Additionally, the **3-C Communication™ Organizational Training Program** can be customized for the specific needs within an organization, such as:

- 3-C Communication™** for Managers and Supervisors
- 3-C Communication™** for Outstanding Customer Service
- 3-C Communication™** for Conflict Resolution and Mediation

FEE SCHEDULE:

3-C Communication™ Organizational Training Program (see attached sample agenda):

- Training Timeframe:** 6 hour training (3 hours morning session, 3 hours afternoon session)
- Training Fee:** \$1,500 – Includes 2 hours of post-training follow-up phone consultation
- Materials Fee:** \$15 per participant
- Travel Fee:** Determined based on location

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Organizational Training Program Agenda

SAMPLE AGENDA

- 9:00am **Welcome and Introductions**
- Welcome and Overview of Training
 - Group Introductions
- 9:45am **The Power of Communication**
- *Group Brainstorm:*
 - o “What does great communication mean to you?”
 - o “What does clean, clear, caring communication mean to you?”
 - o “What does feeling empowered mean to you?”
 - How we communicate: The multiple layers of communication
 - Intra-personal communication vs. Inter-personal communication
- 10:30am BREAK
- 10:45am **The Basics of 3-C Communication™**
- Part 1: Clean Communication
 - Part 2: Clear Communication
- 12:00pm LUNCH
- 1:30pm **The Basics of 3-C Communication™** *Continued*
- Part 2: Clear Communication (continued)
 - Part 3: Caring Communication
- 3:00pm BREAK
- 3:15pm **3-C Communication™ In Action**
- Using case studies, apply 3-C Communication™ to various real-life situations to build trust and collaboration, strengthen teamwork, set and achieve personal and group goals, and access and expand creative thinking for new ideas and solutions
- 4:15pm **Closing and Next Steps...**