

# PMI BENELUX DAY 2003

## From Project Manager to Business Partner ..... a profession in evolution



Building professionalism in project management.™

**Project Management Institute**

## Business Partners, a matter of communicating

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September 27,  
2003

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# Topic

How to enhance  
the quality of  
your (business) relationships



# Introduction



- John Hermarij, 46 yr, 24 years experience
- Founded Dhirata in 2000
- Dhirata sanskrite for POWER
- 6 professionals
- Facilitating & Training Managers and their Teams
  - Optimizing cooperation
  - On-the-job communication training
  - Communicative Intelligence

**[www.dhirata.nl](http://www.dhirata.nl)**

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# Assessment

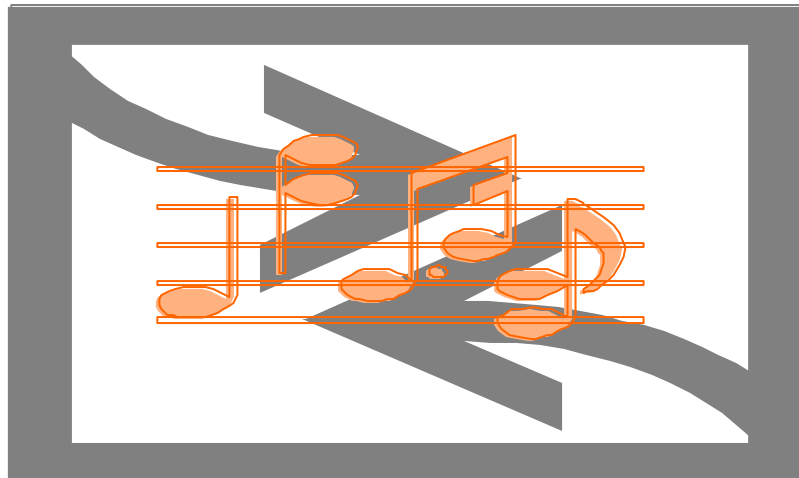


## Road map



Take one of your business relations as an example  
What's your perception?

- Him
  - Trust him
  - Feel equal
  - Express your needs
  - Like him
- His perception about you
  - Trust you
  - Feel equal
  - Express his needs
  - Like you
- Is the relation long-lasting ?
- Is the relation long-lasting ?



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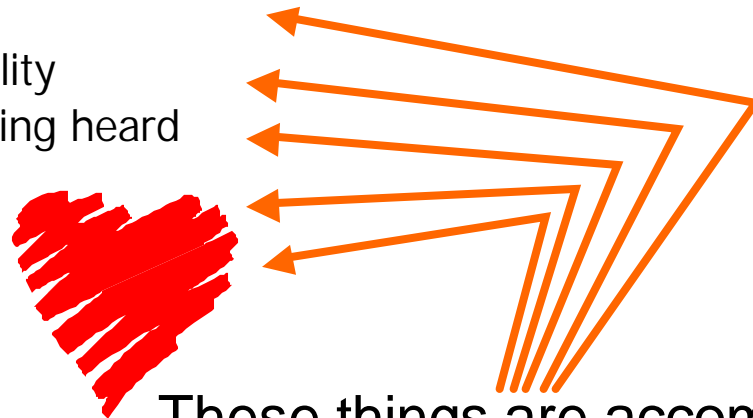
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# Good relationships



- Characteristics of a good relationship

- Trust
- Respect & equality
- Being seen / being heard
- Affection
- Long-term expectation



These things are accomplished by good communication

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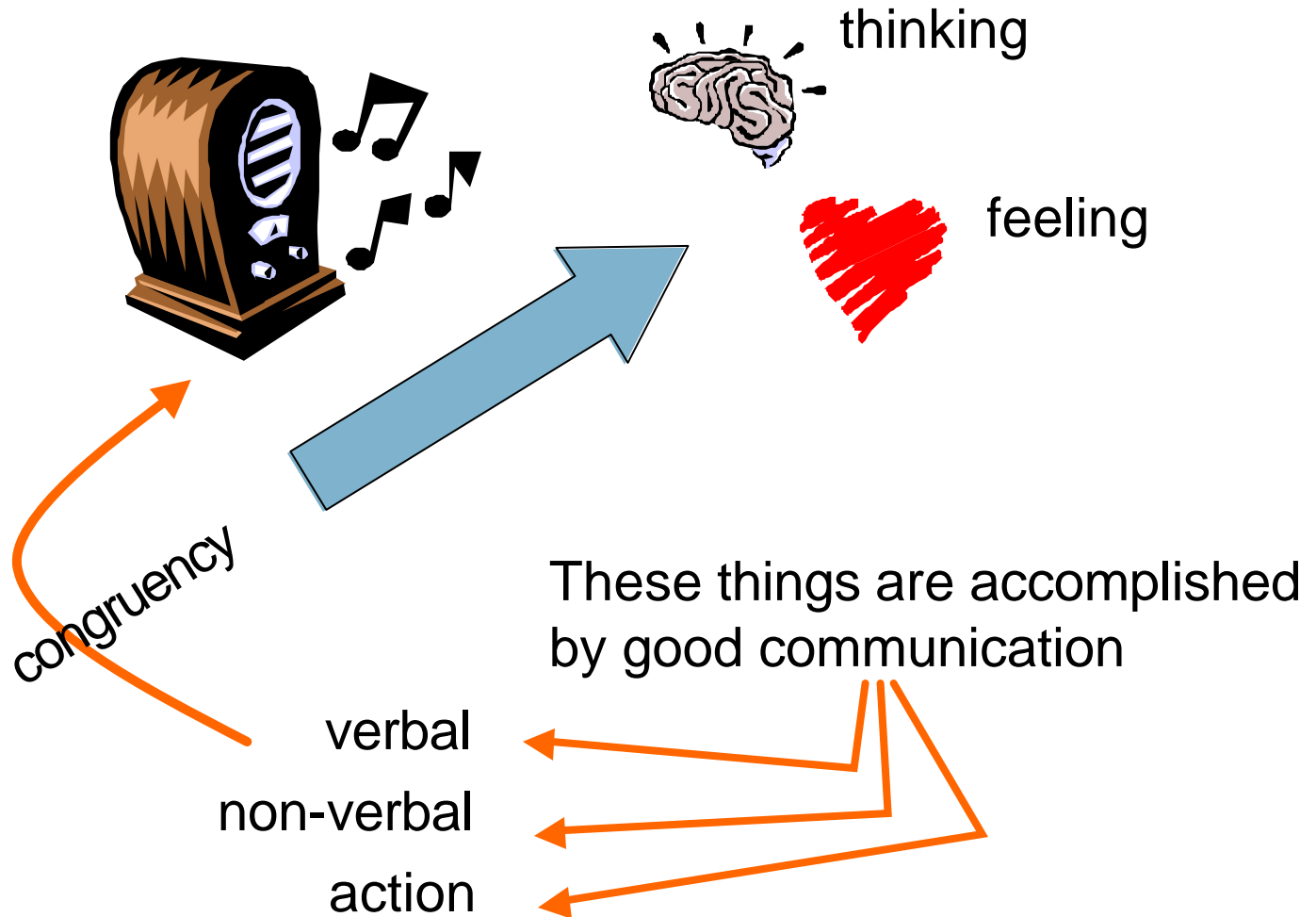
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It is impossible not to communicate

# Good communication



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# Things that can go wrong



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We speak the same words  
but with different meanings.

You can't hide your body.

You can't control your  
emotions.

You don't know what your  
subconsciousness knows.

# What's your paradigm ?



thinking



feeling



feeling



thinking



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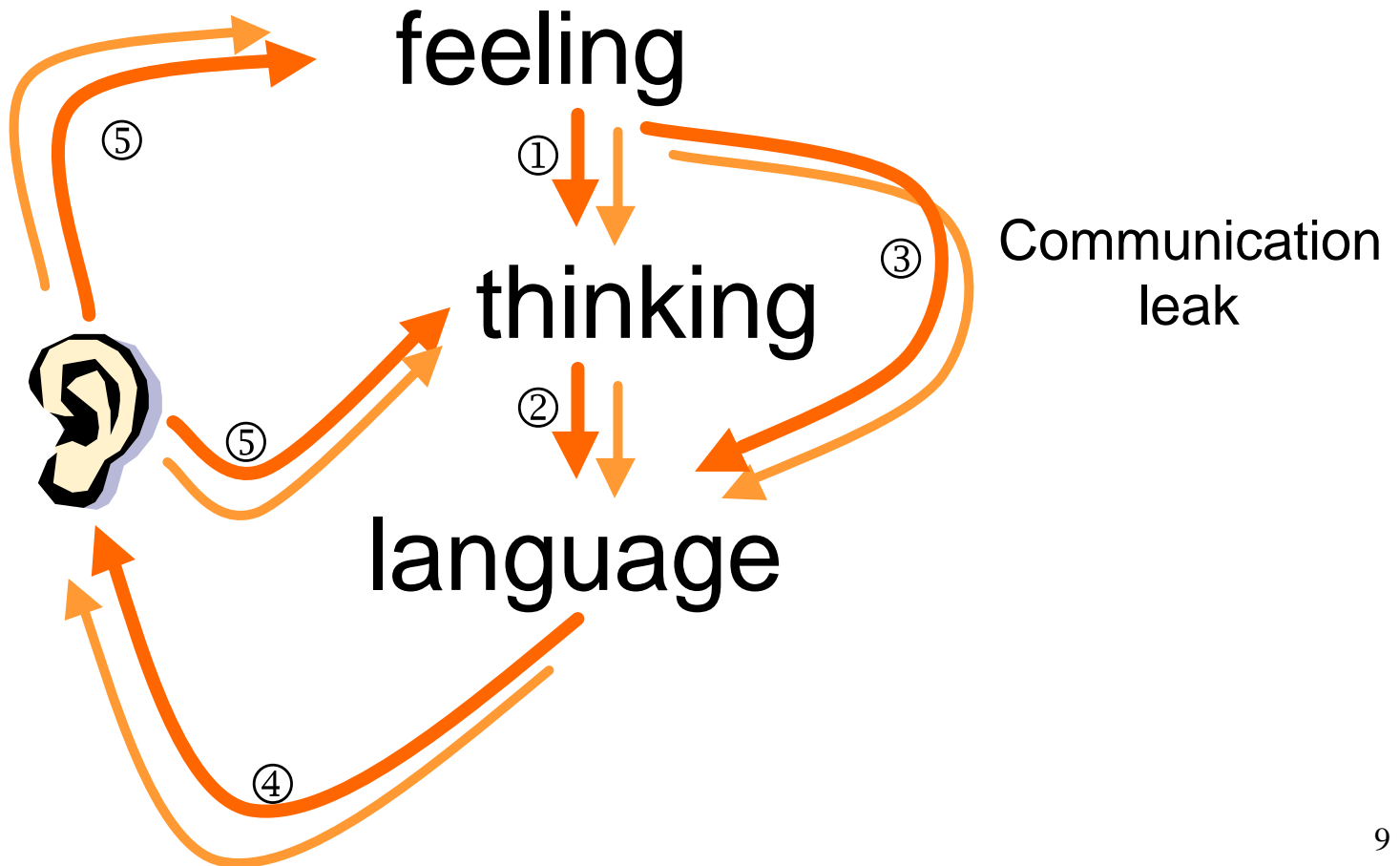


# Verbal Language

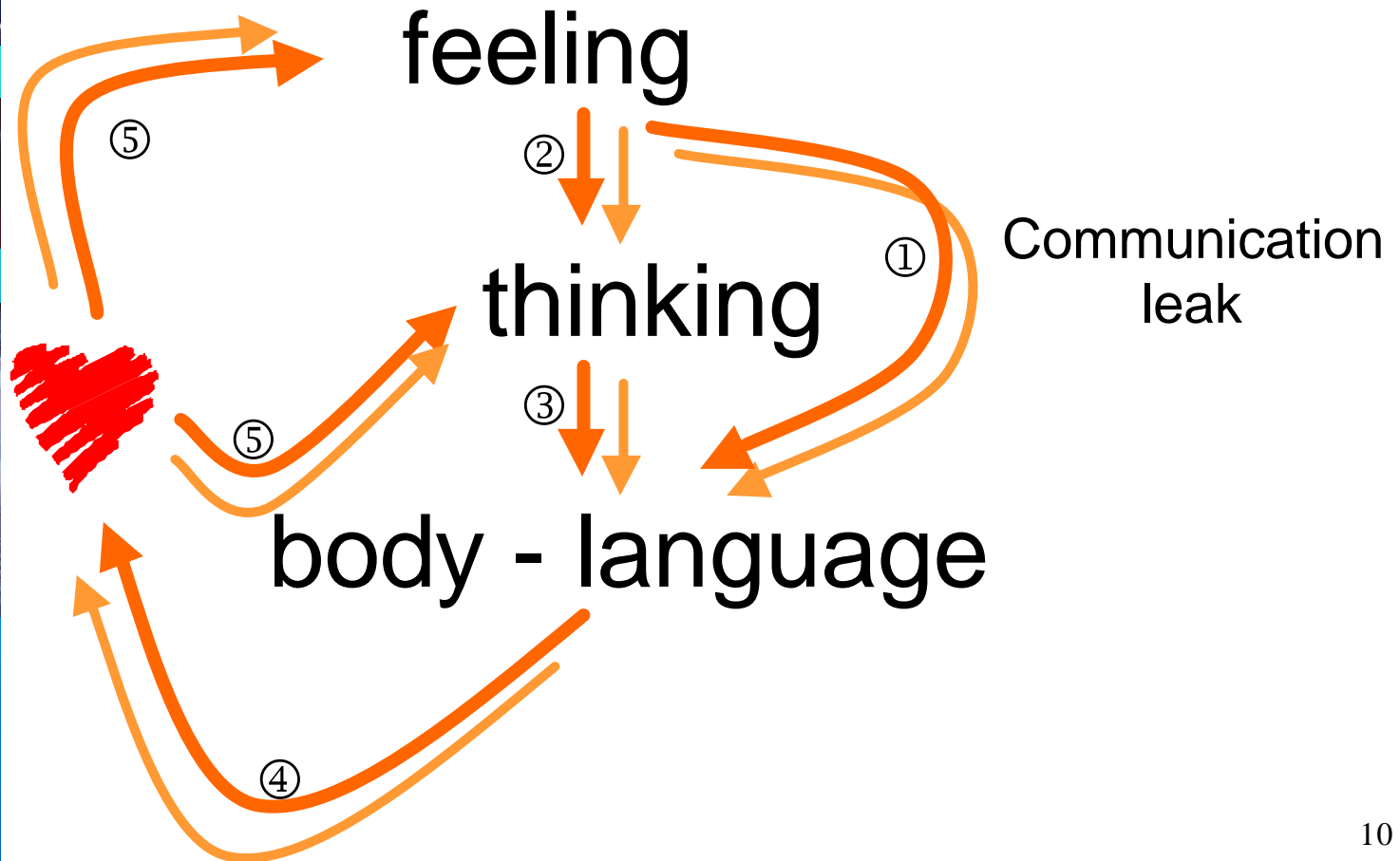


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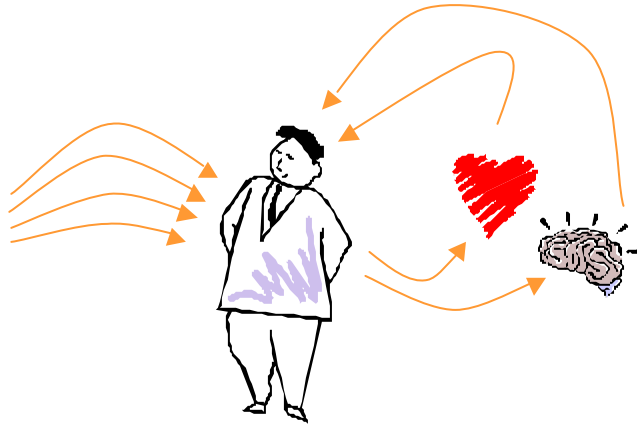
# Non Verbal Language



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# Emotions

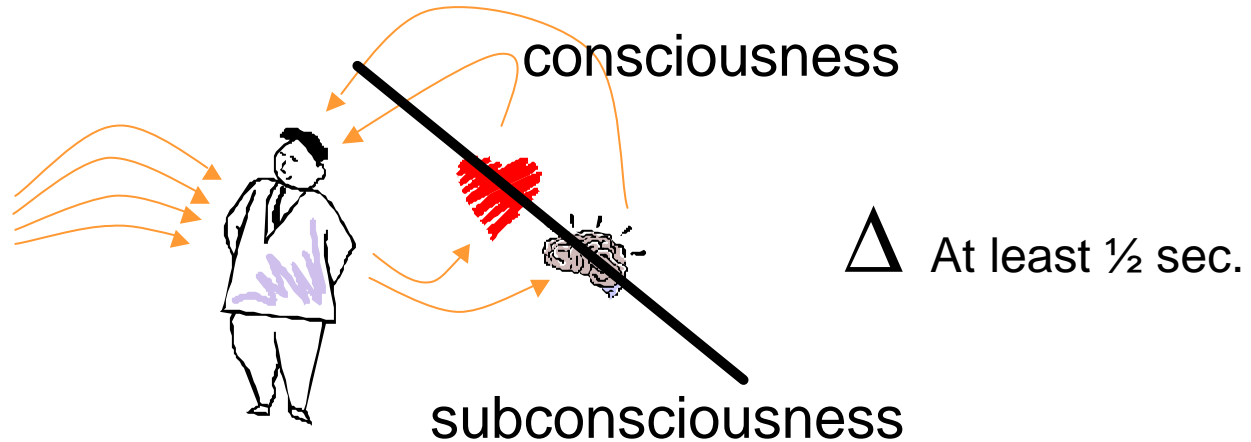


- Emotions come first
  - before thinking
  - are seen in the body
  - trusting them will increase your intuition

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# The subconscious



- Tricks of the brain

- Simplifies the world (stereotypes)
- Suppresses signals
  - we don't understand the things that are in contradiction with our experience
- Previous experiences are projected
- Unaware feelings are projected

*Imagine the huge impact on your business relations*

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# Assessment



## Road map



<i>Unveil Brain Trickery</i>	I	He
What kind of stereotype	←	
Things I don't understand	←	
Old experiences	←	
Strong feelings	←	

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Sensing without judging !

# Communication channels



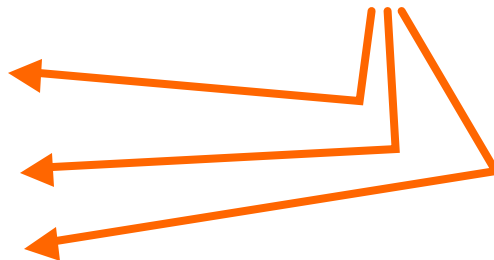
Road map

Proper use of channels	I	he
The words that are used	←	
Congruence verbal / nonverbal	←	
Congruence words / actions	←	

congruency

verbal  
non-verbal  
action

Using all the available channels



# Effective communications



## Road map



- Assess the quality of the relation
- Unveil brain trickery
- Active understanding
- Proper use of the channels

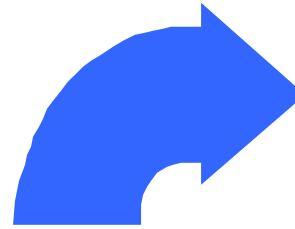
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# What will it bring you ?



- Trust
- Respect & equality
- Being seen / being heard
- Affection
- Long-term expectation



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