



Your leading Swiss personnel service provider in healthcare



## Training

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## Personality Training

Module 1

- Personality analysis:
  - Myers-Briggs Type Indicator (MBTI®)
  - Personality Structure Test (PST-R®)
  - Talent Q® by Hay Group
- Self-perception and the perception of others
- Motivation and motivation management
- Setting and achieving goals
- Transfer to daily life

## Conflict Management

Module 2

- Definition of conflict
- Thomas Kilmann Model of Conflict Resolution
- Professional handling of conflict behaviour
- Mediation of two-party conflicts
- Creative conflict resolution
- Enforcement of decisions based on conflict resolution

## Leading and Motivating

Module 3

- Leadership theories
- Situational and transformational leadership
- Motivation and motivation management
- The executive as coach
- Role plays on leadership situations

## Communication

Module 4

- Introduction to a communication model
- Rules of communication
- Listening techniques
- Expression of I-statements
- Professional behaviour in communications

## Presentation Technique

Module 5

- Communication
- Public speaking
- Presenting - visualising - moderating
- Dealing with difficult audience situations
- Implementation of learning content

## Psychological Sales Training

Module 6

- Personality and sales psychology
- Psychological selling based on Myers-Briggs Type Indicator (MBTI®)
- Sales training including video feedback

## Change Management

Module 7

- Change models
- Control of change processes
- Cooperation of generations XYZ
- Resilience and dealing with change

All content is also offered as Micro-Training (30 -120 minutes).

We would be happy to put together a company-specific program for you!



### Training content

#### Personality analysis

Myers-Briggs Type Indicator MBTI®

- Extroversion / Introversion
- Sensory / intuitive perception
- Analytical / emotional evaluation
- Decision maker / perceiver

and/or

Personality Structure Test PST-R®

- Character traits
- Basic structure
- Deep structure
- Locus of control

and/or

Talent Q from HayGroup®

- Dimensions: Personality profile, team profile, sales profile, derailment report
- Elements: verbal, numeric, logical

#### Self-perception and the perception of others

#### Motivation and motivation management

#### Setting and achieving goals

Based on the GROW model

- Goal
- Reality
- Options
- Will

#### Transfer

- Goals for daily life

### Organization

#### Number of participants

Maximum 12 people

#### Procedure

Test documents filled out and evaluated before the training session starts. All test content and results are communicated and discussed during the training. Group and individual discussions deepen the feedback.

#### Investment

Price by arrangement

#### Included

Test documentation for each participant  
Course documentation for each participant  
Confirmation of participation for each participant

#### Excluded

VAT, travel expenses, catering

#### Required infrastructure

Working space  
Laptop and beamer  
1 flip chart

#### Training duration

1 day of practice-oriented intensive training



### Training content

#### Definition of conflict

#### Thomas Kilmann Model of Conflict Resolution

- Competition
- Collaboration
- Making compromises
- Avoiding
- Obligingness

#### Professional handling of conflict behaviour

- Avoidance
- Projection
- Rationalisation
- Reduction of dissonance
- Employee apathy
- Confrontation
- Aggression

#### Mediation of two-party conflicts

#### Creative conflict resolution

- Creativity techniques
- “Everybody wins” method

#### Enforcement of decisions based on conflict resolution

#### Transfer

- Goals for daily life

### Organization

#### Number of participants

Maximum 12 people

#### Procedure

After brief theoretical introductions participants are asked to apply and practice what they have been shown.

Video recording supports the learning effect and implementation.

#### Investment

Price by arrangement

#### Included

Course documentation for each participant

Confirmation of participation for each participant

#### Excluded

VAT, travel expenses, catering

#### Required infrastructure

Working space and 2 smaller rooms

Laptop and beamer

1 flip chart

1 video camera

#### Training duration

1 day of practice-oriented intensive training



### Training content

#### Leadership

- Basics of leadership
- Analysis of the role of executives today and tomorrow
- Situational and transformational leadership
- Roles and role conflicts
- Role plays on leadership situations

#### Motivation

- Basics of motivation
- New insights from motivational research
- Motivation and perceptions of others
- Motivation management
- Dealing with conflicts
- Appreciative and critical dialogue

#### Working in teams

#### The executive as coach

#### Transfer

- Goals for daily life

### Organization

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Maximum 12 people

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Video recording supports the learning effect and implementation.

#### Investment

Price by arrangement

#### Included

Course documentation for each participant

Confirmation of participation for each participant

#### Excluded

VAT, travel expenses, catering

#### Required infrastructure

Working space

Laptop and beamer

1 flip chart

1 video camera

#### Training duration

1 day of practice-oriented intensive training



### Training content

#### Introduction to a communication model

- Sender / recipient model
- Verbal / non-verbal communication
- Four-Sides Model (Schulz von Thun)
  - Factual information
  - Self-revelation
  - Relationship
  - Appeal
- Rules of communication

#### Listening techniques

- Active listening

#### Expression of I-statements

#### Professional communication behaviour

#### Transfer

- Goals for daily life

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Maximum 12 people

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Video recording supports the learning effect and implementation.

#### Investment

Price by arrangement

#### Included

Course documentation for each participant

Confirmation of participation for each participant

#### Excluded

VAT, travel expenses, catering

#### Required infrastructure

Working space

Laptop and beamer

1 flip chart

1 video camera

#### Training duration

1 day of practice-oriented intensive training



### Training content

#### Communication

- Basics of communication
- Presentation of a communication model

#### Public speaking

- Basics of public speaking
- Opportunity speaking
- Convincing speaking

#### Presenting

- Presentation, preparation, implementation and follow-up

#### Visualising

Professional handling of the media

- Laptop
- Flip chart
- Beamer
- Metaplan board

#### Moderating

- Basics of moderation
- Moderating a discussion

#### Dealing with difficult audience situations

#### Implementation of learning content

- Organisation
- Learning paths
- Planning of breaks
- Control of learning objectives

#### Transfer

- Goals for daily life

### Organization

#### Number of participants

Maximum 12 people

#### Procedure

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Video recording supports the learning effect and implementation.

#### Investment

Price by arrangement

#### Included

Course documentation for each participant

Confirmation of participation for each participant

#### Excluded

VAT, travel expenses, catering

#### Required infrastructure

Working space

Laptop and beamer

1 flip chart

1 video camera

#### Training duration

1 day of practice-oriented intensive training



### Training content

#### Personality psychology

- The best salespeople are good psychologists
- Identifying sales behaviour:
  - Myers-Briggs Type Indicator (MBTI®)
  - Analysis of individual salesperson profile

#### Psychological selling

- Analysis of customer profile
- Assessment of needs by type
- Presenting and selling by type
- Closing a sale by type

#### Sales Training with video feedback

- Selling yourself properly
- Selling the product properly
- Asking the key questions
- Psychological handling of typical objections
- Overcoming classic obstacles to closing a sale
- Role-playing with video feedback

#### Transfer

- Goals for daily life

### Organization

#### Number of participants

Maximum 12 people

#### Procedure

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#### Investment

Price by arrangement

#### Included

Test documentation for each participant  
Course documentation for each participant  
Confirmation of participation for each participant

#### Excluded

VAT, travel expenses, catering

#### Required infrastructure

Working space  
Laptop and beamer  
1 flip chart  
1 video camera

#### Training duration

1 day of practice-oriented intensive training





### Training content

#### Change Models

- Handling the challenges of the VUCA World
- The Change Curve Model
- The Change House Model

#### Control of change processes

- How to recognize your own change culture
- What actions need to be taken to ensure the implementation of change processes?

#### Cooperation of generations XYZ

- Several generations working together
- The development of team principles

#### Resilience and dealing with change

- Techniques that reduce stress

#### Transfer

- Goals for daily life

### Organization

#### Number of participants

Maximum 12 people

#### Procedure

After brief theoretical introductions participants are asked to apply and practice what they have been shown.

#### Investment

Price by arrangement

#### Included

Course documentation for each participant  
Confirmation of participation for each participant

#### Excluded

VAT, travel expenses, catering

#### Required infrastructure

Working space  
2 metaplan boards  
1 flip chart  
1 beamer

#### Training duration

1 day of practice-oriented intensive training