



The Ergo;ego Approach

Making Communication Magic

ergo;ego

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WHO ARE WE?

Ergo;ego is an international consultancy of management, leadership and communication experts. We are Oslo-based and work extensively in the Nordics, rest of Europe, Asia, US and beyond.

Over the last 20 years, we have built a high profile and enviable reputation with our key stakeholders. We work with a broad group of clients; mostly from the multinational, large national and public sectors, spanning a wide range of industries and operations. We thrive in the diversity, creativity and insight that this brings.

We help our clients face the challenges of an increasingly complex, fast-moving and ever-changing business universe. We're especially proud of our pedigree in the telecommunications, financial, energy and media sectors. Equally as proud to have welcomed the United Nations to our client list in 2019.

Ergo;ego consists of a fine-tuned team of experts and consultants. We bring distinctive skills, depth and breadth to our trainings and deliveries. Our combined expertise draws from the performing arts, social and behavioral sciences, media and broadcast journalism and commercial law. The skills, techniques and protocols from those worlds are very often used to illuminate our coaching and courses. They are tried, trusted and proven. They can work for you too.

Below you will find a brief introduction to our learning philosophies and methodology, as well as a menu of topics our work.

WHO IS OUR TARGET AUDIENCE ?

Through the last twenty years we have led successful learning journeys for a multitude of organizations and fields of expertise. We operate both “high” and “low” in organizational hierarchies. Among projects we are especially proud of, you find personal coaching of Government Ministers and CEOs, as well as successful programs for talents and newcomers. Our methods and tools concern themselves with your team's communicative success and know how, not where they are positioned in the organization.

WHY ERGO;EGO ?

Communication upskilling takes on many forms in a company. From traditional presentation skills trainings, to sales trainings, via everything to do with the spoken word, written text and social media, to executive 1:1 coachings of C-suites. Whoever the talent, whatever the situation, communication is king. A recent study tells us that if you include emails, up to 85% of what a leader does every day, has to do with communication. Leading IS communicating.

What if there was a way to combine all these challenges and opportunities into one communication method? An easily explainable set of skills and tools rooted in 2,500 year-old rhetoric knowledge, giving your people a common understanding and know-how of preparing, performing and evaluating communication that does what it's supposed to?

The main aim is of course clear. By efficiently enhancing the communication skills of your people, your internal and external interactions should run smoother, be more fun and create more value.

So, then headline aim and benefit is clear. What are the other benefits we often see flowing from our designs and deliveries? They include:

- Growth of a healthy feedback culture, increased quality of feedback in the company
- Engagement and appetite for further learning, even after our work is done
- Individuals taking more responsibility for their own development
- Increased team feeling and spirit
- Increased curiosity
- Positive change in dysfunctional habits and dynamics at work

At the heart of this strategy lies the human potential. We help you help your people maximise theirs.

PRINCIPLES

- Everything we initiate and teach is research-based
- We give you the best from a galaxy of worlds – delivered by our experts
- Experiential learning: We encourage learning by doing rather than just by hearing/reading
- We seek to engage and inspire
- Programs should be researched, targeted and relevant
- Tailor-made bespoke learning journeys: We create a design especially for your aims and needs
- Less is more: We make our trainings and programs slick and suited for a complex corporate life

METHODOLOGIES

We create communication mastery via a variety of academic and artistic traditions. Among them are:

- Rhetoric skills
- Psychology and Behavioural Science
- The world of Performing Arts
- Coaching techniques
- Yoga and Mindfulness

The Communication Code – A minute to learn – a lifetime to master

After close to 20 years of delivering communication skills to organizations worldwide, the Ergo Ego team in 2017 developed their own methodology for the teaching and implementation of communication expertise. This model can claim its roots in mostly 2,500 year-old communication knowledge – we’ve now given it a very modern twist and feel.

The Code’s architecture has proven to be a most useful and easy-to-absorb instrument for anyone wishing to work independently at developing their skills, mindset and habits within the fields of influencing and communication. Time and time again with our clients, we find we can prepare or debrief communication in alignment with the Code. It improves the preparation period, enhances the performance, and deepens the debrief learnings. The Code has proven its worth on many levels – as a roadmap, a tool and a methodology.



The logic of the Code follows three phases of performance:

- PREPARATION
- PERFORMANCE
- REFLECTION

Whether it be telling a stunning story, or the conversation that can turn that difficult relationship on its head, or the presentation that will get you that high-value contract – the Communication Code helps your people optimize their delivery and impact.

Introduction to blended learning

In this new normal of 2021 and beyond, where the digital has replaced the analogue in so many contexts, we excel at designing and delivering blended solutions for our clients.

Blended learning provides flexible and timely training that will enhance your organization's talent programs. A continuous flow of new methods, concepts, theories, and technological advancements has increased the need for corporate training activities in comparison to previous years. It has all now evolved far beyond standard job skills training. In the modern workplace, soft-skills training has become customary – and ever more valuable. Employers and leaders have become much more astute about the skills needed to enhance the workplace environment and increase productivity.

Research substantiates the necessity for leadership, management, and supervisory courses. Additionally, trainings in behavioral skills such as leading during times of change, stress management, client relationships and customer care are also important. These softer-skills trainings can complement “harder” safety and compliance training sessions, can benefit employee development and can help improve corporate safety and compliance standards.

The delivery of these various training events often presents the educator working in a corporate environment with some tough challenges in designing training programs.

Classroom-based training by itself can become too costly and troublesome. Even if employees had time to attend all the courses and seminars required of them and if they had the time to read all the books and reports they should to remain up to date in their profession, the monetary cost of such training can be prohibitive.

Skilfully crafted blended learning is a flexible and effective way to develop talent, using contemporary technology and innovations in a multitude of industries, in a timely and cost effective manner.

The need to transform how corporate training is provided to employees challenges seasoned educators to develop more modern, efficient, and flexible alternatives. Research by Rekkedal and Dye (2007) on distance learning, has recognized the use of electronic learning (e-learning), mobile learning (m-learning), video conferencing, web-based conferencing (webinar's), and personal digital assistants (PDA). Research indicates that by employing a blended learning approach using a variety of technological platforms, accompanied by classroom-based learning and a balance of individual learning events, employees benefit through increased knowledge, skills, and abilities. The Ergo;ego team have grown in experience and expertise using blended learning. Hundreds of leaders in many countries around the world have taken part in Ergo;ego blended learning journeys. You'll find some of the reviews below, letting us know we are on the right track.

An 'Ergo;ego style' blended learning journey is carefully developed in close alliance with the stakeholders in a given organisation. It may include :

- Plenary online sessions and interactive workshops
- Online 1:1 Coaching
- Predesigned scenes and monologues developed to mirror your organisation, delivered by professional actors
- Working in smaller groups and learning pods
- Recommended articles
- Recommended TED Talks
- Self-exploratory work – e.g. journaling
- Homework and interim assignments
- Interactive trainings and feedback
- Discussions/interviews with internal and external expertise, podcast style

PARAMETERS

- **Size of Groups**
- **Lengths of Modules**
- **Learning Needs in the company/organisation**

Size of Groups

We are experts in designing and delivering for a full range of group sizes.

Large Groups: We cater to the needs of larger groups – with good results in creating engaging workshops for up to 200-300 people at a time.

Medium-Size Groups: Say 12- 36 people - a format we are very familiar with.

Smaller Groups: Here the individual learning intensifies, naturally, and for practical training workshops the ideal figure is often around groups of 6-8.

1:1 Coaching and advisory: As part of a design we often set aside time for individual follow up and checking in. This deepens the understanding, connection and therefore the learning.

Lengths of Modules

Our approach is often module based.

The length and number of modules depends organically on:

- The complexity of the learning matter at hand,
- On variations to do with size of groups,
- And whether the event is virtual, blended or fully face-to-face

Learning needs in your organisation

Below you will find a brief list of people we often train – and who benefit from our approach:

- The C-suite
- Leaders and senior managers
- Middle managers
- Ambassadors and enthusiasts - people who are the face of the company to the outside world
- Project Leaders
- Sales teams
- Internal influencers and coaches
- Trainees and newcomers
- Advisors and Key Account Managers
- Innovative teams
- Designers and architects
- Negotiators

THE ERGO;EGO APPROACH



- A) *Research and design*
- B) *Basic layer /first plenary kick off*
- C) *Self assessment and selection*
- D) *Specialized workshops on selected topics*
- E) *Reassessment and selection*

A Research and design

The process tends to start by really drilling down on what it is we are trying to achieve for you. The first phase therefore constitutes of a period of time where we interview key people surrounding the “ask”; e.g. the people who are to participate and/or stakeholders who are at the receiving end of the communication in question. Our approach is fast and intuitive, but when we do start the program, it gives us assuredness that we are aiming at the right target. This approach is what helps us stay relevant and to the point for your people.

On having done the research, we will workshop together with you to create the best possible design for your organization. The size of the initiative can be anything from a day to a learning journey lasting for several months – our approach is the same.

B Basic layer/ first plenary kick off

Having decided with you the best approach in the research and design phase, there follows a period of preparing for the first launch or kick off. Participants and their leaders will receive information and may also be asked to do some preparatory work, e.g. reading articles from Harvard Business Review; watching TED Talks or films from the exclusive Ergo;ego E-learning portfolio. There could also be some self-assessment tasks.

Then, the participants first meeting with Ergo;ego may take the shape of a workshop where we introduce and workshop the Communication Code with the target group. The participants are led through a process of understanding their own talents and challenges when it comes to preparing, performing and reflecting. They are helped to discover where it is important for them to deliver communicative quality, and how they might go about polishing their skills. We discuss habits, trends, the autopilot, different styles and genres.

We onboard the participants with our findings and thinking so far (in respect of their learning journey). We show them a suggested map of possible workshops and have them give their input. With this bottom-up approach we are involving and empowering our participants. They should feel ownership of the process as it evolves.

The main aim of the kick-off session is to raise individual and collective awareness on how to make their communication really make a difference, really have the impacts they want – where they want, when they want.

C Self assessment and selection

Having created awareness and motivation for more, we now set about having the participant select WHAT they want to learn. This part can take on three dimensions – or a mixture of all three:

- * Self-reflection and journaling
- * * Aligning with their personal development plan and their nearest leader
- * * * Coaching and 1:1 chats with members from the Ergo;ego team

As a result of this, the participant now embarks on a self-created learning journey. There are many real and observable benefits to this approach. The delegates actually get to influence their own skills development, they will be actively engaged in the learning that is to come in a whole different way, they get to also decide what NOT to spend time on.

D Specialized workshops on selected topics

Depending on the total number to go through the program, we now sit down and decide what modules to bring to the process. Below you will find a series of possible headlines topics for such workshops. Your particular blend is something we decide on together. Timeline, timetable, number of participants and analogue or virtual presence may all be subject to discussion.

- Leadership and Team Skills (physical and virtual worlds)
- Screen and online presentation skills
- Screen and online meeting facilitation
- Advisory Skills
- Feedback Skills / Feedback culture
- Negotiation skills
- Influencing skills
- Storytelling and Stagecraft
- Presentation and Pitching Skills
- Leadership Team and Management Team Development
- Agile Leadership
- Change Communication
- Strategic Messaging
- Cultural Insight and Intelligence
- Multi -Cultural Communication in corporations and NGOs
- Personal Presence and Impact
- Media Communication
- MC trainings
- Capital Markets Day trainings
- Innovation Communication
- Handling difficult conversations
- Improvisation

E Reassessment and selection

Following the tailored workshops, we are faced with some options. We might end it there – or we might decide to reassemble in a final harvesting of learnings. We might decide to create deeper dives into certain topics. We might decide to reconvene in six months and polish up the learning. In this phase, the Ergo;ego team will also provide you with feedback and recommendations on other topics it would be good for you to explore – even beyond the scope of the Ergo;ego skillsets.

At this stage, it is often really helpful to have the participants fill in evaluations for us - to review and discuss with you. We can share a rear-view mirror together and look to the path ahead, how best we can help to get you where you want to be.

This phase will help you fine tune the important aftermath phase of any learning initiative, and help you make sure the learning is embedded in the people we've trained.

SPECIAL APPROACHES

Our clients sometimes have specific, contextualized needs and wants. We may then collaborate with you to design and deliver on specific topics, for instance we find ourselves more and more addressing client issues such as remote working, resilience, stress, rumination and social isolation. There follows a series of short samples, illustrating the kind of topical design and delivery we can explore with you:

How to lead your team remotely and create the impact you want

In this interactive session, you will learn how to master leading virtual meetings, create energy and focus in your teams, and utilize virtual media to create courage and psychological safety.

You will get insights into the science and wisdom in the methods we apply and be led by our master coaches through proven techniques that are «plug n playable» from day one. You will also receive tips and advice for how to work independently on your communication skills in the future.

The training is aimed at leaders, but it is possible to create bespoke sessions that cater to leaders and teams together. Contact us and we'll create something smart and effective together.

How to combat fear and create motivation

Are you, like so many of us these days, plaguing your mind with fear of the future? Do you find your mind wandering to worrisome places?

This online training is designed to:

- Update you on the latest research on the topic
- Tell you how your mind and body work when anxiety sets in, and how to combat it
- Help you understand how to control your nerves and create the inner state of mind you need in any situation
- Teach you how to achieve the same with others through simple coaching techniques

You will be led by our master coaches through proven techniques that are easy to understand, and «plug n playable» from day one.

Certainty & uncertainty

When we feel life is inside-out and upside-down, it is certainty we crave. There is safety in certainty, but it can also be a trap. Sometimes we need to embrace a level of uncertainty to grow and develop,

Participants are introduced to the paradox of certainty. They learn about how the brain is continually assessing the relationship between a person's resources and the demands of a situation. Depending on how a person perceives this balance, it will determine if they see change as a threat or as a challenge.

We explore typical behaviour to do with this paradox – and train for specific skillsets to apply in challenging situations.

Escaping the trap of overthinking

We find ourselves in unprecedented change. Our brains interpret change as a threat sending us into a reactive mindset. The result is overthinking - a symptom of both anxiety and depression.

The person plagued with anxious thoughts about how the future will end in disaster. The depressed thinker is haunted by regrets of actions and inactions of their past. In both cases, people get stuck on what they can't control and influence.

In this session we explore overthinking. What it is, how it unfolds in our mind (especially when experiencing uncertainty) and what we can do to keep it under control and help those around us to do the same.

The secret to agile thinking

Participants are introduced to two major networks of the brain: The Reflective (i.e. growth) and Reactive Mindsets (i.e. fixed). The Reflective Mindset means people are aware of what is going on in their brain, and the ability to meet what comes at them with a clear and flexible mind, ready to adapt accordingly. In a growth mindset people are better able to move from the 'me' to the 'we'. This affords individuals the ability to understand the perspectives of other people, to engage in active listening and to build stronger bridges with colleagues and customers.

The other option is the Reactive Mindset that is fuelled by stress, anxiety and negative thinking. This triggers the mind's habitual patterns of escape and avoidance. People fall into their own subjective bubble and get stuck in the 'me'. They are not able to even begin to understand the perspective of other people.

Keeping the brain in mind

This module teaches the science of the brain (i.e. the neurobiological underpinnings of Mindsets) in a manner that is easily understood and applicable to everyday situations. Participants are empowered by the idea that they can directly influence mindsets by understanding the ‘nuts and bolts’ of how the brain works.

Each mindset has its own dedicated neural circuit that employs different brain structures, which in turn release different chemicals (i.e. hormones and neurotransmitters). It is these different chemical mixtures in our blood streams that we call emotions which directly impact how we manage ourselves, situations and relationships.

Cognitive coaching toolbox

Participants learn communication skills that target the neural circuits to shift mindsets from the Reactive to the Reflective.

The skills are categorised into two skill-sets: the Bottom-Up and the Top-Down and can be effectively used 5-minutes after being taught. They’ve been adapted for use in organisations to help individuals manage themselves, situations and relationships.

Creating psychological safety

Anytime people work together there is a tendency for natural dysfunctions to creep into the relationship. An investment in time and effort is required to overcome these inherent challenges to relationships and to create strong bonds.

Participants gain a fresh understanding of how their brain works and targeted strategies to build strong bonds of trust. Participants learn about the social brain and the key-communication skills needed to build and maintain cohesive relationships, so people feel psychological safety (i.e. feeling secure, connected and valued).

Keeping empathy in mind

Each of us has a dedicated empathy circuit in our brains. The more we are able to empathise with others and their situation, the more we are able to relate to people. When we focus on the 'we' it becomes very hard to think along the lines of 'us vs them'.

When activating our empathy circuit our natural ability to communicate flourishes. We gravitate toward having a discussion rather than a dialogue. We are able to listen and relate to people on both an intellectual and emotional level. Our conversations find the intricate balance between listening and conversing.

Giving & receiving feedback

Listening and acting on feedback is the best and most effective way to become more competent, capable and effective. Without strong, clear feedback to use as a reference point, people are incapable of functioning fully and productively. Yet as important as it is, most of us lack the skill to consistently deliver good, constructive feedback. By learning the basics of good feedback participants will discover how to use brain-based feedback to encourage initiative, responsibility, trust and ownership.

TESTIMONIALS

“Deutsche Telekom’s Europe Talks was a mind-blowing learning journey, where I was able to improve my communication skills and be part of an amazingly helpful & wonderful team at the same time! It was so lovely to see that even though we’re working far-away, we have the same passion, helpfulness and professionalism within ourselves.”

Peter Kormanyos, Brand Strategist Telekom HU | TEDxYouth Speaker

“Ergo; ego have become one of our trusted external partners for the design and delivery of workshops and courses for our portfolio. We see consistently very good feedback from the participants. One of the highlights of recent years is the ongoing “Presenting with Impact” Course, a very popular offer for the whole Equinor community. Hundreds of our colleagues have benefited from Ergo; ego’s trademark creativity, warmth and expertise in the delivery of these Courses. We’ve also worked closely with the Ergo;ego team to create a new online version of this successful classroom learning experience. Our collaboration goes from strength to strength.”

Anna Synnøve Vestre, Leading Consultant L&D, Equinor University, Commercial Portfolio

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