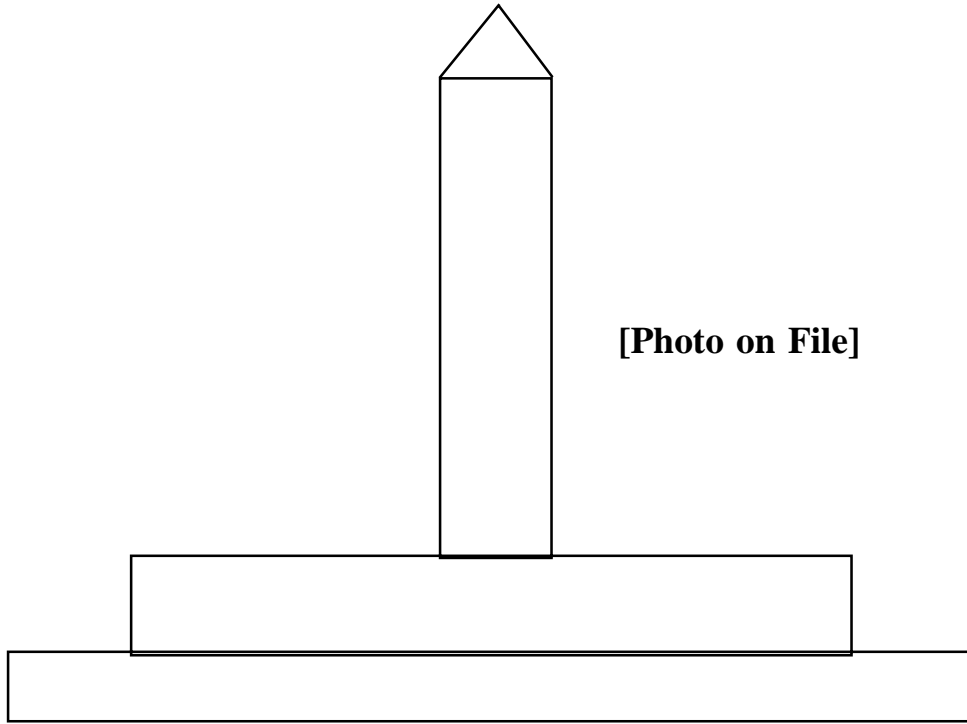


# **COMMUNICATION and COMMITMENT:**

**The Foundations of Corporate Excellence**

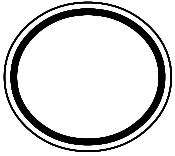
**HRI**

**Human Resource International**



*The Hoover Tower at Stanford University, where some of this work was developed.  
The tower was a gift from our 31st President, Herbert Clark Hoover, representing his commitment to  
the ideals of research, education and world peace.*

*Human Resource International*

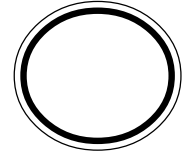


*cordially invites you*

*to experience*

*our newest*

*Corporate Training Program:*



**COMMUNICATION and COMMITMENT**

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**This is widely considered to be the most instructive, technically advanced Training program of its kind available today:**

"Your work presents a completely new understanding of Communication and Commitment. The implications for business and management are extraordinary."

*Dr. Roy Hinton  
Dean, Kellogg School of Management  
Northwestern University*

"Nothing could be more important for professionals in technical fields today. This course should be a required pre-requisite... for life. "

*Dr. John Nye  
Dean, School of Engineering  
University of Delaware*

"I chair the Department of Environmental Toxicology. From your program, my Staff is not only re-committed to our mission, we now have the communication skills to carry it out, with determination and grace."

*Dr. Jay Means  
Professor of Chemistry  
Louisiana State University*

"Your workshop lives up to its name. It has dramatically changed the way I think about and relate to people. Thank you."

*Dr. Nelson S. Logan  
Professor and Associate Dean  
University of Iowa*

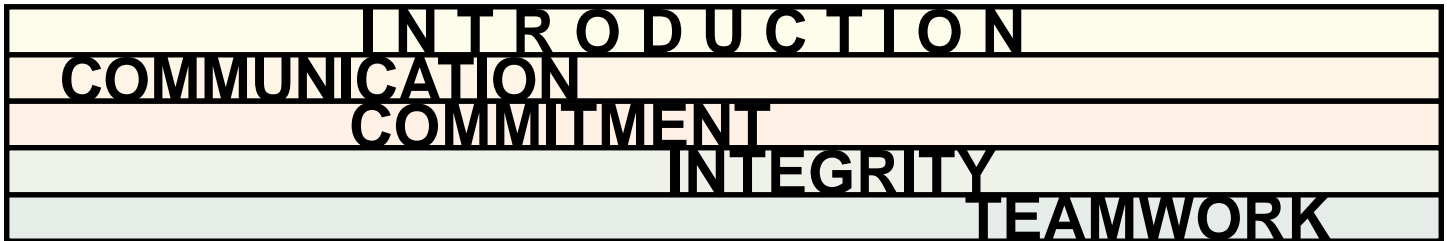
"This course goes to the core of what is fundamental in living with other people...I predict that people who take your course will lead healthier lives, and that companies which appropriate the course principles will become healthier places in which to work."

*Dr. Mathew Budd  
Director, Wellness Program  
The Harvard Medical School*

- Both the World Order and its Rules are rapidly changing
- We need to Re-educate ourselves and our workforce in order to compete successfully
- Doing so is no longer an option - almost overnight it has become a human pre-requisite.



In business today, we are passing through an era which is going to test our collective resourcefulness and our contextual maturity. Everywhere we look, governments and institutions are in the process of re-constructing themselves. Standard concepts are giving way to innovation. Modern professional trainings, international client/supplier affiliations, and global marketing agreements are no longer simply optional activities...these are now imperatives. Even multi-cultural employment has become the rule rather than the exception. Bringing together skilled, sensitive, and caring people of diverse backgrounds into a compatible and synergistic operating team will soon become a mandatory art, not merely a luxury.



- A unique opportunity is awaiting us here ...
- ...which calls for a well-designed Paradigm Shift <sup>(1)</sup>.
- The result is an Ontological Re-Design.



At the same time, the U.S. is rapidly evolving from the world's foremost manufacturing conglomerate into a highly demanding and largely unprepared service community. It is forecast that by the year 2008 only one in three job positions from the year 1980 will still remain, and two out of every three available openings will never have existed before. Moreover, up to 30% of us will not qualify for these positions! We are not only experiencing change for which we are ill-prepared, the RATE of this change is itself accelerating. This is calling for both new education and a substantial re-treading of both WHAT we know, and HOW we learn. Doing so effectively requires a Paradigm Shift - not only in WHAT we DO, but simultaneously in WHO we ARE!

How can all of us find stability amidst this disruption, and better yet, opportunize the new trends and organizational re-alignments to improve our business effectiveness, our competitive stature, and at the same time our personal sense of value and accomplishment?

This new program - developed at Oxford, Stanford and U.C. Berkeley - offers a sound and promising solution - first returning us to our basic, inner-most nature as caring, supportive human beings, and then restoring the most fundamental tools that we ALREADY HAVE but are inadvertently not using - the power of Communication and Commitment.

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(1) A radical alteration of framework; of context and perception.

# COMMUNICATION



In over 100,000 cases, the developers of this program have shown that while we are ostensibly “committed” people, only 13% of our natural utterances qualify as “committed” - leaving 87% of our interactions as ripe candidates for discovering that something very basic is missing, and that we can immediately improve!

Understandably, this realization has extensive implications on our business communications and their outcomes. Most of us do not see that we have been unnecessarily forfeiting opportunities in our professional results, as well as in our personal well-being. And this does NOT arise from a lack of interest - it results from never having been formally exposed to the phenomenon of **COMMITMENT** and to its direct consequences on our outcomes, our accomplishments, and our health. That is why major corporations together with venerable medical institutions have been adopting this course and applying its principles.



In its basic 2-day format, this program takes its participants back just far enough to solidly re-establish their undeniable roots in and behind all human communication. It then trains and develops them - in exact detail - EVERY ESSENTIAL DIMENSION of human COMMUNICATION and of human COMMITMENT, together with the corresponding pre-requisites for achieving Congruence (Self-consistency, Self-respect and Dignity,) and Coherence (recognition, alignment, and potency - the effective impact on and through others - all of the essential elements of Leadership).

# COMMITMENT



- We are all capable of becoming more human, more competent and more trustworthy.
- Most human stress and associated health breakdowns are avoidable.
- It is a matter of effective Ontological Design

These fundamentals are then assimilated into the differing backgrounds and styles of every participant, and synthesized together to launch a new, potent level of *CREATIVE VISION*, *PERSONAL RESOLVE* and *APPLIED EXCELLENCE* that was previously not available. Along the way, people are **carefully coached** to both **recognize and relinquish** the basic constructs of mis-directed communication which underlie most **HUMAN STRESS** - the single leading source of preventable medical breakdown in America today.

The benefit to the company and to its individual staff is prompt and secure. This course produces a paradigm shift - a new context - in our capacity to generate and observe **EFFECTIVE ACTION** - which is both decisive and permanent. Results commence promptly, improving with time and experience. Several advanced coaching segments are available as further options, both broadening and deepening the initial investment of vision, resolve, and time.

All the components of this program belong to an emergent field of study which is becoming known as **Ontological Design**<sup>1</sup>. As participants are introduced to this subject, they readily discover that **NOTHING** is more fundamental than our collective foundation in **Communication and Commitment**. It is surprising to discover how this essential dimension of ourselves has been taken for granted, and is even now being under-estimated. We have lacked proficiency and training primarily because, until recently, even professional educators were not exposed to this emergent field, nor to the new domain of Relective Ontology!

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(<sup>1</sup> Ontology - from the Greek study of the "Nature of **Being**".)

**INTEGRITY**



- If you are committed to instilling the principles of Communication, Commitment, Integrity and Effective Teamwork in your organization...
- Call us. We will do it for you.
- That is more than just our commitment ... it is our guarantee!



We invite you to look over the attached comments received from respected professionals across the country and contact your nearest HRI office today to arrange for an on-site presentation. We at HRI are committed to nothing less than a fundamental ["paradigm"] shift in our collective competence and effectiveness, inspiring us to the finest ideals of professional excellence, and helping us to unleash the highest business and personal potential of which we are already capable, yet untrained and unaware.

Whether you just sense or already recognize this need, call us now and we will broaden your vision, and introduce a new dimension to you.

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*HRI, an equal opportunity employer, fully guarantees the results which it promises to all of its clients.*

**EFFECTIVE TEAMWORK**

## **REPRESENTATIVE COMMENTS FROM SELECTED CLIENTS**

*"I have had the privilege of watching hundreds of people emerge from your courses deeply moved and passionately committed to vitalizing both their business and personal horizons. Every American business person with an eye on their future should pass through your portals.*

*Roger Galvin, National Director NSPA, Washington, D.C.*

*"Being affiliated with the essence of your program has been the most rewarding experience of my professional career. I am indebted."*

*Dr. Morley Lipsett, Physicist, Canadian Ministry of Science.*

*"You keep opening my eyes - over and over again - making me a brand new observer of my business, and a most dedicated student. Thank you for coaching our companies and our international subsidiaries so very well. Appreciatively,..."*

*B.H. Terfloth, Chairman and CEO Terfloth & Kennedy Ltd., London, England*

*"I chair the Department of Environmental Toxicology. From your program, my Staff is not only re-committed to the urgency of our mission, we now have the communication skills to carry it out with both determination and grace. I cannot say 'Thank you' enough!"*

*Dr. Jay Means, Professor of Chemistry, Louisiana State University (LSU)*

*"...You have nourished our roots, and polished our wings."*

*Dr. James Pinkham Chairman, Department of Pediatric Dentistry, University of Iowa*

## HOW TO REGISTER



Call your regional HRI office indicated on the enclosed card. Ask for additional information, request a courtesy presentation, or arrange for a standard or customized course with a special introductory tuition schedule.

\_\_\_ HRI \_\_\_

Human Resource International



# CORPORATE TRAINING PROGRAMS

<u>PROGRAM</u>	<u>SCHEDULE</u>	<u>TUITION (\$)</u>	
		<u>Preview</u>	<u>Standard</u>
<b>Basic Course:</b>			
<b>"Communication and Commitment: The Foundation of Corporate Excellence"</b>	2 Days; with 1/2-Day Advanced Review	\$1,500	\$12,500
<b>Professional Course:</b>			
Basic Course + Personal Coaching <sup>(1)</sup>	3 Days	N/A	\$15,000
<b>Professional Business Course:</b>			
Professional Course + Business I Segment <sup>(2)</sup>	3-1/2 Days	N/A	\$17,500
<b>Professional Management Course:</b>			
Professional Business Course + Business II Segment <sup>(3)</sup>	4 Days	N/A	\$20,000
<b>Also Available:</b> Optional One-Day Advanced & Review Segments		\$ 500	\$ 5,000