



**GROUP  
emc**

## CORE BELIEFS & COGNITIVE BIASES

understanding the filters and gateways through  
which your messages succeed or fail

### Who it's for:

- CEO's, Business Managers & HR Managers
- Senior Managers and Team leaders
- Marketing, Communications & PR officers
- Anyone who needs to understand how to leverage audiences or individuals to action-orientated behavioural outcomes

### What you'll learn:

- How to turn your strategy into audience or stakeholder behaviour
- Understanding group core beliefs
- How Core Beliefs and Cognitive Biases impact message credibility/believability
- Identifying Core Beliefs specific to your organisation
- Pro vs anti-positional beliefs
- How to combat and convert Core Beliefs into effective messaging
- The 9 Personal Core Belief Profiles that affect individual performance
- How to identify, adapt to, and align the 9 Profiles for effective team performance or audience behaviour

### How you'll learn:

- 1 day program
- contextual and practical short workshop exercises
- explanation and provision of specific tools and techniques


### What you'll take away:

Each participant receives:

- a suite of customised handouts and template tools

### For bookings and enquiries:

phone: 0450 800 676  
fax: 07 5493 1972  
email: [info@groupemc.com.au](mailto:info@groupemc.com.au)



**Core Beliefs are the pre-existing biases (positive and negative) that your people, customers, stakeholders and other audiences hold about your organisation, and just about everything else, whether you like it or not.**

**Leaders need to be able to identify and understand them, and know how to leverage them when communicating.**

**You then need to apply that knowledge to drive competitive advantage, in terms of making every message count and creating the behavioural outcomes you're looking for.**

This program reveals the filters people apply to your messages that determine whether or not you are heard and perceived as credible.

It offers insight into the drivers behind public perception and opinion, allowing messaging to be based on actual perceptions of stakeholder groups, rather than best guesses or marketing hype.

It teaches you how to analyse and segment audiences, and then effectively frame communications to ensure messages land with resonance, reduce anxiety and create positive leadership.

### Why GroupEMC?

*We have coached more than 5000 Australian business leaders and public figures over the past two decades and now you can use the same insights to influence people to achieve your corporate objectives.*

*Our expertise and methods are the result of hands-on communications experience, cutting-edge neuroscience knowledge and great corporate consulting expertise.*