

Advanced Communication Skills - Internal v External References

Cheat Sheet

CAMP 1

They Know They Have Done A Good Job When The Proof Comes From The Outside



CAMP 2

These People Don't Need Approval, They Know Themselves When They Have Done A Good Job!



External Frame Of References Used In A Statement

EXTERNAL

"The course is great. It's got top awards in the Training Oscars. James Smith & Andrew Jones from my company went on the course & they said that it's a must if you want to improve your management skills"

What To Say To Someone With An Internal Frame Of Reference

"Do you remember when you came back from the leadership programme, & you said that it was the best course you had ever been on? This training course might be like that. I think if you were to attend, you'd get the same feelings and outcomes that you had with the other one. What do you think?"