

Product Review: Understanding and Triggering Motivation: The LAB Profile

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If you could attend a seminar that would give you information on how to optimize your personal resources, give you the key to managing your team of workers (by learning how to conversationally find out their basic motivation and working traits), teach you how to get along with anyone, and uncover the secret of how to get a yes from your most difficult customer...would you attend? If your answer is yes, you NEED to learn about a tape set that is on the market entitled *Understanding and Triggering Motivation* by Shelle Rose Charvet.

This is an audio cassette program that is made up of six (double-sided) tapes that are recorded from a seminar on the subject. As a presenter, Ms. Charvet can and will hold your attention. She has an entertaining teaching style and a voice that you will enjoy listening to. She is fluent in the area of the LAB Profile (Language and Behaviour Institute) that is based on the work done by Rodger Bailey. These six tapes will expose you to the basics of the LAB Profile.

Just what is the LAB Profile? The LAB Profile is a profiling technique. Once you learn and understand the basic tools you will be able to predict and influence the behaviour of individuals by identifying the language patterns and preferences and behaviour patterns and preferences they use. With a little practice, you can learn more about a person in 10-25 minutes of conversation than you can in 20 years of marriage and/or friendship.

I recommend that you also purchase the accompanying workbook with the tape set. The information contained on the printed page will help you sort out what you hear on the tape. I listened to the entire series without the workbook and by the third tape could only visualize so much without seeing something in writing. The workbook enhances the audio program and makes the information ready to apply as soon as you turn off tape #6. (Please note that buying the workbook alone will not give you the information you need to get maximum benefit either - you will be guessing at how the written materials work.)

This program is a gold mine if you are in the business of hiring people for employment positions. In a matter of minutes, you can determine which candidates will be able to perform the job requirements YOU specify and your interview could cover subjects such as hobbies, past work history, or favourite vacations spots. How is this possible? The LAB Profile uncovers the basic criteria that people operate from. As a result, you will be able to find out if a person is *proactive* or *reactive*, if they are goal oriented or problem solvers, if they find motivation internally or if they depend on outside feedback to thrive in a working environment. This is important because you don't want a person who

depends on support from a team of workers to have the responsibility of being self motivated and working alone. (they will struggle with their job responsibilities and be miserable while your bottom line will suffer).

The tape program gives exercises along the way and lets you be in on the conversation as participants discuss results from their group exercises. These "real life examples" make the information in the workbook more concrete because you can relate the information to more than one example that you have already heard. One drawback of the tapes is that you cannot actually hear the people in the audience as they are asking questions. Luckily Shelle (in most cases) restates the question, so you can understand the answer Shelle is giving the audience.

Can there still be more? Yes, Yes. Have you ever known anyone who could only function by the rules or another that couldn't stick to the recipe if their life depended on it? This is valuable information. You might be trying to live in a procedural world when you are an options junkie. With this valuable tidbit, you can restructure your job, your marriage, your friendships, or partnership to maximum potential. Suddenly you will be able to be more in control of your life...because you will understand why you have been banging against brick walls for years. And how about the basis on which your decisions are made. How often do you need change in your life...and how can you add it without destroying yourself in the process. This program will give you the answers to all of these questions.

Now you want to know how to get your toughest client to say YES. You can learn how often your clients will need to see, hear, read or do something to be convinced. You can easily learn how they respond to stress in a work situation, what kind of rule structure they operate by. In the back of the workbook is a real gem...A LAB Profile Worksheet that you can use to diagram that customer or even yourself for maximum results.

Well, I hope you are turning to your Anchor Point Products order form, because *if you apply the information* this is a program that will reward you many times over. Shelle deserves congratulations because she has made The LAB Profile information available and useable to you without confusion and repetition. The tape is thorough and complete. By using this information, you will eliminate frustration and add some order to your environment because you will better understand the people you are involved in life with. The techniques Shelle teaches you will help you design more powerful marketing and advertising campaigns, shorten the sales cycle, and guarantee customer satisfaction. The information can also dramatically improve results in negotiation and litigation and can be adapted to training and education programs. I encourage you to invest in this information today!

Note: It is quite obvious from some of the commentary that the presenter is from Canada and has spent a considerable amount of time living in France. As a

result, this program is also available in French.