

After 12 months of planning the Chartered Institute of Purchasing and Supply (CIPS) special communication event with The Glaser's was held in Wellington (during February 2014) and in Auckland (March).

Generously sponsored by Mondiale and titled Breakthrough Communication, Drs Susan and Peter Glaser presented in a dramatic fashion the ideals behind improved communication. Even with the best of intentions, we can get our communication techniques wrong, and the Glaser's were able to offer suggested solutions to transform our communication methods and create trust – even during conflict.



Using drama and humour, the two quickly transformed into working colleagues endeavouring to resolve a situation often found in business conversations. Stepping from the scene and explaining to the audience the theory and intricacies of the communication, both Susan and Peter were able to keep the large Wellington and Auckland crowds enthralled while explaining the ways to better manage the process of communication.

A participant workbook was given to everyone on the night as a reference point for future learning. Included in key teachings for the night was how to positively respond to criticism and understanding that every message has two levels (content and relationship).

In addition, the Glaser's offered a free 3 month subscription to their Core Skills supplementary online communication system to access further learnings and refreshers.

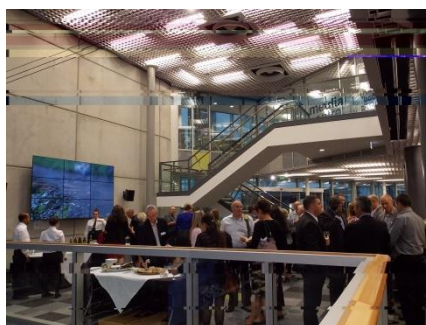
In Auckland a lucky prize draw for participants resulted in a winner from ASB receiving a MP3 version of the Glaser's book: Be Quiet, Be Heard.

The event was promoted by CIPS but was open to members and non-members. Groups from a variety of businesses attended the event as a team and endeavoured to learn to work together better through improved communication techniques.

Fiona Nissen, Auckland vice Chair of the NZ committee for CIPSA, was pleased with the large number of registered participants. "It was great to see so many people wanting to attend as a team" she said. This was the first time registrations had to be closed a new venue obtained, with over 175 people registered for Auckland. "It was really exciting to be able to promote the event as the largest regional event for Australasia!"

Feedback from the event highlights the need to explore further opportunities to hear more from the Glaser's. "A lot of people commented they wanted to stay longer", said Fiona, "People who heard the Glaser's a few years ago at a previous CIPS event appreciated the refresher and new tools they obtained."

The regional committee in NZ are already discussing with Susan and Peter on behalf of CIPSA the options for their visit to Australasia next summer.



## About Mondiale



Established in 1989, Mondiale Freight Services is the largest privately owned freight forwarder in NZ. Mondiale's core business is all facets of international logistics including international freight, customs clearance, cartage, warehousing and distribution, 3PL and airfreight.

## About the Glaser's



Peter A. Glaser, Ph.D. and Susan R. Glaser, Ph.D. received their doctorates in Communication from the Pennsylvania State University. Authors of the internationally acclaimed book, *Be Quiet, Be Heard: The Paradox of Persuasion*, they have been married business partners and co-presenters for 39 years. The Glasers joined the faculty of the University of Oregon in 1975. Active consultants since then, their work has taken them around the world working with leaders from Fortune 500 companies such as Microsoft, Hewlett Packard, Hyundai, and Sony Corporation.

They spend February in New Zealand working with leaders from both the private and public sectors.

Their latest book, *Be Quiet, Be Heard: The Paradox of Persuasion*, is in its fifth printing. Learn more about the Glasers by visiting [theglaser.com](http://theglaser.com), [facebook.com/glasers](https://facebook.com/glasers), and on Twitter @TheGlasersInc.

## Suggested future events with Glaser's:

The Glaser's travel to NZ and Australia each summer and are keen to participate with future events in conjunction with CIPSA. As part of their annual journey, they commence planning in May for the next Summer's activities.

- February/March 2015

Available in NZ for Christchurch, Wellington and Auckland events in a 2 ½ week window. Sponsorship will be required and advanced promotion will ensure sufficient numbers to cover appearance fees.

Also available for shortened versions at Australian regional events.

- Take 2 with the Glaser's

An extended version of the evening event where collaborating leaderships and group work can be incorporated. A 3 ½ hour event that could be started with breakfast and completed by lunchtime for participants to return to work. Or an early start for an evening finish.

- CIPSA event

Available in Australia and NZ for plenary session at conference or a full/ half day workshop specifically on communication.