

What's in a name?



tu casa, mi casa

The world is constantly and rapidly changing, but there are some things that never change. One of them is the need for clear, effective communication that unlocks the very best results in any relationship.

tu casa, mi casa explores communication hurdles and solutions. Using hard-hitting experiential exercises, it springboards participants into situations that are concrete analogies of challenges they face in the real world.

tu casa, mi casa is an effective tool for teaching tolerance and understanding for viewpoints that differ from our own. **It is very effective at teaching participants how to influence the outcome of situations, and how to influence other people while remaining respectful of their differing viewpoints.**

Most importantly, it equips participants with skills and tools they can use to be more effective immediately after the program – with their customers, colleagues, managers or employees, peers and family.

“My house is your house” is a familiar expression, an invitation of hospitality for others to make themselves at home.

tu casa, mi casa (Your house is my house) turns the expression on its head.

The art of influencing others requires stepping into another person's house – into their frame of reference. Once you have been in someone's house, you will be better able to meet their needs.



tu casa, mi casa

Effective Communication = Desired Results

tu casa, mi casa is best used in situations where the costs of misunderstanding are high or where getting to understanding quickly is important. Who will benefit? People whose productivity is based on their ability to understand and influence others and leave others feeling valued:

- Managers
- Salespeople
- Executive teams
- Change-agents
- Customer service
- Anyone working in a team environment

How it works

The power of **tu casa, mi casa** is that it equips people to acquire understanding from the most powerful place – the frame of reference of the party they are dealing with. This skill unlocks solutions and opportunities in an amazingly quick fashion. The abilities to understand and influence increase dramatically.

tu casa, mi casa is a modular program. Individual modules can be used on their own or in a combined fashion to create a very powerful learning experience.

Some **tu casa, mi casa** modules:

Houses

Houses uses a simple metaphor and equips participants with simple, practical steps they can take to immediately improve their effectiveness in dealing with others.

Participants explore stepping out of their own frame of reference and into someone else's. As straight forward as this sounds, it's a skill which is seldom taught, and is practiced even less. It is critical however to becoming effective in the art of influencing others while leaving them feeling valued.

Kopy Kat

When interacting with team-members, customers, and suppliers, it is the ability to get to understanding that enables solutions and opportunities to flow. We are part of an “Understanding Equation”. We might be either the “Listener” or “Speaker,” the “Buyer” or “Seller,” but in either case it is in our interest to achieve full and accurate understanding quickly.

Kopy Kat teams compete against one another and the clock to achieve “100% accurate understanding quickly”. Their ability to do so is dependent on their ability to:

- Probe
- Ask clarifying questions
- Communicate the Big Picture
- Re-state to confirm understanding
- Acknowledge what’s already right
- Communicate effectively
- Use common language
- Check for understanding
- Confirm or correct
- Take 100% accountability

Kopy Kat is both effective and engaging. It enables participants to identify and use Best Practices that will serve them for a lifetime.

Show me the Money!

Participants are asked to complete an extremely simple business calculation. Based on their answer, participants form “teams” with others who came up with the same answer. Over the next forty-five minutes, the teams will interact, attempting to get to “the right” solution. After each round, individuals can change teams based on how they have been influenced by others.

Throughout the experience, participants have the opportunity to practice their ability to get into others’ frames of reference in order to be effective in coming to the best solution and leaving others feeling valued.

The exercise is dynamic, fluid, and fun. It is also surprisingly competitive as groups become wedded to their “positions”. As a consequence, they will try to convince others based on their “own rightness”. It is only when they finally remember to step into the other teams’ houses, and understand the foundations of their positions, that they are able to effectively address their objections and influence them.

“I am unsure whether I have ever heard two people in the same conversation. As dramatic as this sounds, people seldom leave a conversation with a common understanding. Every word carries with it the potential of a lifetime of associated meaning, experience, belief, and assumption. This seems obvious when we examine words like “love” and “honor”, but also applies to words like “commitment”, “important” and “deadline”.

Mitch Fairrais
On the Mark’s
Founder and
President





tu casa. mi casa

tu casa, mi casa is a modular program and is always customized to your needs:

- **Session size:** We can deliver **tu casa, mi casa** for a small team of six to several thousand
- **Duration:** Components of **tu casa, mi casa** can be used to deliver a sixty minute keynote, or a full day consultative intervention

Colorblind

Colorblind challenges participants to understand what it takes to get into each others frame of reference, while trying to resolve a complex task in a tight time frame. In **Colorblind**, an entire group of people must get on the same page to enable a successful outcome. Success can only be achieved with the engagement of all participants.

Living Language

Language is introduced strategically in the program creating common language amongst the participants. We call this "**Living Language**". It continues to bring life to the program learnings within your organization and enables the learnings to have ongoing impact for your business.

When this **Living Language** is used, communication and the time it takes to create understanding are dramatically improved.

Get into their House: The ability to get into someone else's frame of reference.

Tapping in: Being individually proactive in moving any endeavor toward success.

Common Language: Language that facilitates true ease and understanding for all involved.

Providing the Big Picture: Providing others with context and understanding from the broadest perspective.

**We'll walk our talk
and step into your house.**

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