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KEYNOTE MENU

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The power of being heard

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■ **Value Orientation**

■ **Building our own resilience through Cognitive Discipline**

■ **Recreating our Virtual Corridor** While working from Home

■ **Management Meetings** From Status Updates to Strategic Discussions

■ **How to Present to Senior Executives**

■ **You're Not Moving Slow Enough**

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■ **Out of Sight - Out of Sync** Understanding "The Greater Context"

■ **Small Talk? - How about BIG Talk!**

■ **Minute to Pitch It - From 0 to Value in 60 seconds**

■ **Change Management** How to help connect people to change?

■ **Innovation - How do you break Thought Fixations?**

■ **Innovation - in the Face of Rapid Change**

Value Orientation

Value Orientation is both a mindset and a skill set. It's all about framing every interaction with your key stakeholders (internal as well as external) around their desired business and operational outcomes. It's about understanding that you are the HOW, not the WHAT. Their goals are the center of attention, you are simply their best means of achieving them. Using this highly counter-intuitive approach actually increases the chances of influencing your key stakeholders and thus achieving Your business and operational goals..

"Being Value Oriented boils down to four behaviors: (1) Listen for value: discover what your key stakeholders desire through "Consultative Dialog"; (2) Think Value: consider what you have to offer, filtered through your key stakeholders' desired value; (3) Communicate Value: present your ideas as a means (HOW) to achieving their desired value (What); (4) Act Value: prioritize your daily tasks in a way that maximizes value to your key stakeholders.

In this talk (which can also be a workshop) we will learn:

- (a) How to adopt a value-oriented mindset;**
- (b) How to scope the client's true needs using "Value Discovery" & "Consultative Dialog";**
- (c) How to build a "Value Dashboard" for our critical key stakeholders;**
- (d) How to increase our ability to influence our key stakeholders without authority.**

Building our own resilience

Through Cognitive Discipline

The rate of change around us is out-running our pace of adaptation. We now carry a severely outdated "Operating System" that is designed to help us survive and thrive in an environment that doesn't exist anymore. Understanding ourselves means:

- **EQ = Awareness + Control (delayed gratification)**
- **Rules of thumb:**

- 1. The Availability Heuristic (don't watch the news!).**
- 2. Pain of loss is greater than the joy of gain.**
- 3. From top-down to bottom up (how our behavior can shape our mindset).**
- 4. From theory to practice: turning the tables on the mindset à behavior dynamic.**
- 5. "Unpacking our bags when we arrive": creating permanence within transience.**
- 6. Positive framing (extra focus on that which is present, less focus on that which is absent).**
- 7. Curating our knowledge sources (less news, more books).**
- 8. Escaping the "Echo chamber" (taking control of FB's algorithm, engaging with the "opposition").**
- 9. Mirroring before responding.**

Embrace authenticity and vulnerability by understanding our Greater Context!

Recreating our Virtual Corridor

While working from Home

As the world continues to adapt to the recent upset, caused by the outbreak of the Corona virus, we must embrace the new operational circumstances that are part of our global efforts to balance personal and collective safety with continued productivity, and overall business process continuity (BPC).

We at Vayomar believe wholeheartedly in the power of proximity between people who work closely with one another (there's just no substitute to in-person interpersonal interactions to boost alignment, collaboration and mutual accountability!) - Nevertheless, we equally acknowledge the practical demands of the day and the need to work from home.

We've designed this 90-minute, interactive online workshop, which will focus on:

- 1. Tips and habits that make for much better online and conference call interactions.**
- 2. Methods for creating a "virtual hallway" that provides some interpersonal dynamics that take place in the hallways of our physical offices. This session will combine a "frontal" introduction of some ideas to this effect but will mainly rely on Interactive brainstorming which will take place in a breakout format - in which smaller work groups will come up with ideas that are specifically tailored to your company culture and DNA.**

Management Meetings

From Status Updates to Strategic
Discussions

There are many types of meeting that eat up your schedule, but perhaps the most important ones for executives are management meetings. No other type of meeting offers so few individuals so much potential influence over the direction of an entire organization. However, many organizations don't handle them correctly, and when this happens, management meetings have little positive impact. In the worst cases, they can even become counterproductive, leading to important missed opportunities for management teams.

During this talk, we will review four criteria for gauging the value of management meetings. We'll learn how to evaluate and strengthen each of them within a given organization:

- (1) Northern Star
- (2) Silo vs. Cross
- (3) Managerial Independence
- (4) Strategic Focus.

How to Present to Senior Decision Makers?

Presenting to senior executives is unlike any other type of presentation. Simply put, the measurement of success, or the ROI on these presentations comes down to a simple question: did they see you as an ASSET or a BURDEN at the end of your presentation? This in turn will be predominately determined by a single factor: the degree of uncertainty that you removed from their "shoulders".

To this end, we must learn how to think and present like executives who wish to improve strategic decision-making, rather than like someone who has come to further drain the organization from its already limited resources. In this talk, we will present a recommended five-part structure for any presentation that is intended for a senior executive - within your own organization or that of a customer or partner.

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You're Not Moving Slow Enough

Come learn what is the Unexpected Formula for Lasting Impact! Today's world can be ultra high-paced, but what if moving slower actually increased your chances of getting what you want?

The delaying of gratification is perhaps the most important variable in your ability to successfully influence people. It engenders trust and openness to collaboration, creating more opportunities for you to make a lasting impact on others and enhance your persuasion skills.

This interpersonal communication model is based on principles that can vastly improve your ability to influence people's behavior with little to no dependency on formal authority. The key is knowing how to identify and avoid the "Gratification Traps" that are frequently present in multi-participant discussions, and in dealing with volatile topics or high-intensity environments.

This session includes a copy of Ariel Halevi's book on this topic for each audience member (up to 100 copies).

The Persuasion Table

Core Variables That Shape Interpersonal Dynamics

When people interact with each other, there are countless intervening variables impacting the stimuli-response dynamic between them. Nearly all of these variables are circumstantial and only a few of them can be anticipated and prepared for. However, there are 10 core variables that are always present in any human interaction and which outweigh the cumulative impact of the circumstantial variables.

By learning about each of these variables, we can identify and manage them in a wide range of scenarios and improve our ability to shape their outcomes. Here are the variables in the persuasion table:

Message	Messenger Status
Verbal	Non-Verbal
Overt	Covert
Rational	Non-rational
Information	Knowledge

Out of Sight

Out of Sync

Understanding "The Greater Context"

Empathy is perhaps one of the most important emotional building blocks for meaningful and productive interpersonal interactions. Having spent nearly two decades working with small and large, local and international corporations, I have learned that "Operational Empathy" can be just as important for silo-busting and cultivating a culture of collaboration and coordinated execution between the various departments within organizations

We define "Operational Empathy" as the ability to understand and relate to the challenges and frustrations of our key stakeholders and critical interfaces. Sadly, there are strong forces that actively and persistently undermine the development of Operational Empathy.

In this talk, these "forces", or meta-historical trends, will be presented as well as several practical methods for countering them in ways that foster "Operational Empathy" in service of a thriving and happy organization.

Small Talk? How about BIG Talk!

Many people don't enjoy "small talk" and feel that it's a waste of time—just a meaningless stage on the path to a "real" conversation. They couldn't be more wrong! Small talk is vital in building trust, and it can have a significant impact on the outcome of a meeting, as well as becoming an important foundation for longer-term relationships.

"BIG Talk" is the phase in which people, unknowingly, evaluate the level of chemistry they have with one another, and it's a critical foundation for their future interactions. BIG Talk is an example of "Social Evolution": the phenomenon of humanity moving from living in communities of individuals to being part of a global community of billions. In today's world, knowing how to prepare for and manage a BIG Talk "session" is a powerful skill.

Minute to Pitch It

From 0 to Value in 60 seconds

One of the big challenges facing every manager or founder is how to explain an innovative and complex idea when he/she has only few minutes at his disposal. The good news is that there is no correlation between the complexity of the idea and the amount of time needed to present it. If we haven't succeeded in presenting the project/product clearly and simply in 4 minutes, we can assume that even eight minutes won't be enough.

During this talk, we go over the four pitch essentials for getting your audience to understand what problem are you solving, what exactly is your solution and what the value is for them. the four parts:

- (1) Strong opening
- (2) Essence
- (3) Traction
- (4) Call to action

Change Management

How to help connect people to change?

The Change Management webinar will provide you with practical tools we all need to help connect people to change, and lead people in uncertain times to adopt changes easily. These tools are vital for any organization that wishes to see change being implemented, by understanding:

- 1. What is so different about communicating change?**
- 2. What can leaders do to help people adopt changes?**
- 3. How do we transform our insights into habits?**
- 4. Why change evokes resistance.**
- 5. How to build trust and show empathy**

The primary hands-on outcome of this two part webinar is for you to build your own personal communication plan moving ahead, creating regular and frequent engagement with your people to support the changes we are undergoing and to help both you and your colleagues to improve your work experience and commitment to your vision.

Innovation

How do you break Thought Fixations?

"Innovation" is a huge buzzword and as such, we need to deconstruct it and bring clarity to the term, approach and learn the practical use for it.

We all, naturally, have different perceptual and cognitive fixations that always forces us to think and see reality in a certain way. If we learn the 3 main kinds of thought fixation (symmetry fixation, constraints fixation, and complexity fixation), we can look at our challenges through a broad spectrum and find more creative solutions, which are different from the ones we've come up with so far.

We can also analyze existing solutions in today's ecosystem according to methodical tools and points of view. We will also acquire a tool to analyze and promote solutions for various challenges.

Innovation

In the Face of Rapid Change

About 50% of Fortune 500 companies lose their place in this prestigious list in the coming decade (Innosight Corporate Longevity 2016), and the current rate of change in the world guarantees that many more organizations would lose their positions in the market as well. What can we as an organization do to preserve our relevance in a world in which the average life-span of companies is getting shorter and shorter? Innovate! But how can we make sure this innovation the right type for us, and that we have the capacity for it?

In this workshop we'll discuss:

- **New trends shaping how we live and work.**
- **Types of innovation: the one you want vs. the one you need.**
- **Why organizational innovation usually fails: factors and reasons.**
- **Innovation Enablers: what would make an innovation a success.**
- **Adopting systematic innovation as a culture.**

It's not a choice, it's a necessity - The Future is already here!

VAYOMAR

WHO ARE WE?

Our story

Humanity is undergoing the fastest moving most encompassing revolution it has ever known – the digital or information revolution. The rate of change caused by this revolution has caused a massive disconnect between the age-old ways in which humanity learned to operate within its environment over the last several hundred thousand years and the modern characteristics of the digital working environment.

Our partners

Vayomar has spent the last 17 years learning how to bridge that disconnect, having delivered hundreds of thousands of hours of training to over half a million people in 24 countries around the globe and across over a dozen industries.

Our Mission

Vayomar aims to join together with other organizations in order to address this disconnect. It compromises our ability to create better environments and more fulfilling jobs in this increasingly fast-paced world. In the economy, the Digital Revolution is creating opportunities, but also is also wreaking havoc. We need to take charge of this change and direct it to improving the way we do business.



Innovative Culture



Interpersonal
Communication



Management Skills

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The power of being heard