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Code 04--Title: Wax On-Wax Off: Communication and The Power of the Four Frames

Training Overview:

For many, clear and concise communications is the single most important action leaders and managers take each day. Yet too often communications can be confusing or misread, many times to the wonderment of the manager or leader that originated the message. "How", says a senior manager, "did they not get the message?"

Perhaps they did! And perhaps the reason for the confusion is that the communication did not use the power of the four frames for meaning and action.

Crafting clear, understandable and motivational communications requires that leaders and managers be well versed in the power and use of the rational, symbolic, political and human resource frames of meaning and action. The frames are constantly rotating, constantly in motion and each embodies substantial influence to achieve the organization's goals and objectives. Consider that the rational frame deals with the logic used to make a decision; the symbolic frame looks the meaning of an action taken, the political frame represents the power associated with the competition for scarce resources; and the human resource frame looks at the effect on the organization's most important resource, its people.

This course will use learning strategies including: some lecture, interactive questions and examples and exercises using specific participant issues and challenges as the basis for training.

Target Audience: Any level and especially those who seek to advance in rank.

Course Objectives:

- Identify the four frames of decision making including the: political, symbolic, logical and human resource
- Describe the hidden motivation and power each frame holds for decision makers
- Demonstrates how to craft a message using the four frames to write powerful communications that moves an audience to action or support
- Demonstrates how to apply four frames thinking and communications to the actual issues of the participants attending the class
- Explain how to interpret communications using the four frames

Training Plan and Overview: The training plan for this course includes the following: 8-hour day divided into 3 sections. Two hours of lecture and interactive questions for the purpose of explaining the basis for the four frames. Two hours to cite current examples of the press and news releases and

the use or non-use of the four frames in each example. Four hours of using participants issues and challenges and crafting communications using the four frames.

Training Duration: 1 day

Cost per Student: \$99.00 per student

To register for this course click the link below:

<http://www.leadstimm.com/contact/publicsafetytrainingregister.php>

Introduction and Background to the 21st Century Leadership, Communications and Policy Series

Law Enforcement: A Transformational Time

It is a fact that the world in which today's law enforcement professionals operate grows more complex each day. Impacted by rapid change, information overload and enormously difficult decisions peace keeping efforts today face a number of threats and challenges that include everything from acts of terrorism to gang warfare, to drug abuse, and to identity theft. Additionally, inmate rehabilitation presents a unique set of challenges and issues in the education, training and care for those who inhabit numerous detention facilities.

Moreover, it seems that each and every policy decision is potentially a "political football" with lasting results driven by a number of diverse constituencies who leverage the power of democracy to "show up" and voice their concerns, opinions, appeals, wants and needs wherever and whenever possible. And that is only the half of it.

Today, news and information travels at literally the speed of light moving across organizational and decision making divides as though none existed, and for all practical purposes none do. Moreover, the influx of younger, "Why" driven generations, who seek greater expressions of personal freedom and meaning from the work they do have greatly impacted traditional policing concepts. In many circumstances police professionals voice their frustrations about their ability to meld these new generations within a framework of law enforcement where the veteran cops knew how to follow orders first and ask questions later.

But one thing is for sure; perhaps no time in history has the need for bold and effective leadership been more needed, demanded or required. But what kind of leadership is needed? What kind of thinking, decision-making, and communication are needed to deal with the world that exists today? What kind of leadership can harness the power of diverse constituencies and a workforce spanning more than 40+ years into a powerful dynamic that focuses on solutions and can drill down to the root of problems before they occur?

One thing is for sure, law enforcement agencies are knowledge driven organizations. From reviewing detailed intelligence reports, taking witness statements, internet scanning, listening and working with the public at neighborhood meetings, using "street smart" police work to solve crimes, operating as a taskforce, or receiving reports from officers on patrol, today's 21st century police agencies work to amass, collate, corroborate and disseminate actionable knowledge.

Actionable knowledge, the combination of actionable intelligence, law enforcement experience and technology resources, is the cornerstone of police operations today. Linking actionable knowledge with proactive law enforcement strategies and activities provides peace keepers an offensive mindset, designed to proactively garner support from various constituencies across the community, the goal of which is to prevent crimes, bring criminals to justice or work to introduce and equip former inmates with skills for new lives in the community.

Full Biography for Dr. John P. Dentico

Put a group of well meaning, well intentioned people together and give them the opportunity to use their imaginations and--Magic Happens! Dr. John Dentico is committed to the idea that there is no problem too hard, no challenge too great, and no issue too complex that it cannot be overcome by the collaborative actions of a committed group of people.

With over 34 years of simulation training experience and as a law enforcement trainer for 16 of those years, Dr. Dentico has dedicated his work to learning leadership by “doing leadership” in as realistic an environment as possible. His work challenges executives, managers and supervisors in both public and private organizations to adopt collaborative leadership practices to meet the complex, ever changing, information driven demands of the 21st Century. The goal--develop leadership and learning capacity at every level because that is what it takes to thrive in the 21st Century.

To achieve this LeadSimm LLC creates active learning environments that simulate real world issues and challenges because the best way to learn leadership is to practice it in authentic decision-making environments. We give participants an active leadership experience.

He is the creator of the LeadSimm Leadership Development Simulation method. LeadSimm[®] is a multi-episode, people powered simulation learning experience that accelerates the development of collaborative leadership practices and emotional intelligence at the same time it gives participants an opportunity to practice leadership in a realistic setting.

As a subject matter expert in leadership, training and simulations, he created and developed a number of experiential and simulation based exercises to meet the needs of a variety of clients.

Some of the projects include:

- The Johns Hopkins University in a National Counter Terrorism Training Program
- The USDOJ for the National Strategy to Combat Identity Theft
- The Leadership Development Institute of the FBI Academy—Training over 1000 Chiefs of Police including international Members in Collaborative Leadership Practices
- The Defense Intelligence Agency—Counter Terrorism Simulation
- The City of San Jose Police Department in a Community Partnership Development Effort (*rated as one of the best leadership development programs in America by the USDOJ*)
- A Safe Schools Simulation and Training Exercise for the City of San Jose, CA
- A Three Level Simulation assessment and evaluation series of exercises for the San Antonio International Airport (specific concentration on active shooter incidents)
- Selected in 2009, 2010, 2011 and 2012 by the Department of Homeland Security (DHS) and the Department of Energy (DOE) as a subject matter expert in training and development to serve on four federal government expert panels to review government proposals and progress status for ongoing grant activities.

Dr. Dentico holds a doctorate in leadership studies from the University of San Diego.