

DON BROWN

LEARNING & DEVELOPMENT

Helping People With People™

Prac·ti·tion·er

One who brings art or science to full realization; a person engaged in the practice of a profession or occupation; advocate, champion, interpreter.



Don Brown Learning & Development is a practitioner of applied behavioral science.

Regardless of context, we want to help individuals be more effective; to achieve what they need to achieve, and for the others to feel good about the interaction. We make that happen through organizational context - helping them to understand their influence interactions within the setting that makes them unique.

There are no other models available that more accurately convey the organizational context of interpersonal interaction than our proprietary

'Influence Protocols'

The Leaders Protocol®



The Sellers Protocol®



The Service Protocol®



Don Brown Learning & Development now approaches every customer opportunity with concepts that are easy to understand and use - and that conform to each clients individual reality.

Simple Truth #1. Integrate effort within a higher calling – commitment and self-direction come from meaning and motivation. Knowledge of one's self, organizational context, personal preparation, behavioral change and affirmation of positive habits provide results that self-sustain.

Simple Truth #2. Make it multi-touch – research has proven that with follow up we get better. Blending instructor-led training with personal coaching, synchronous web-based events and non-synchronous applications both inbound and outbound, allows full adoption and benefit.

Simple Truth #3. Select the metric first – let your people know up front what will be measured and what will be gained. Then, have the guts to find out the difference you made.

Simple Truth #4. Plan three steps out – we can't possibly know what the coming years will bring us. Externals now drive the business, but we can all plan at least 3 moves in advance...to transform concept into character, intent into impact.

Simple Truth #5. Inspire, or at the very least, unsettle – we move others toward change from within, not from without! Apathy breeds loss, tension can be healthy.

Simple Truth #6. Equip, not just educate – your people deserve outcomes that matter every day. To educate builds understanding. To equip encourages replication.

Instructor Led
Training

Web Based
Training

Coaching &
Organizational
Development