

# Behavioral Elements - Sample

## Your Guide to Transforming Behavior



### Worksheets

- 1-1 Template (Writeable)
- Active Listening
- Behavioral Audit (Writeable)
- Behavioral Balance (Writeable)
- Buyer Persona (Writeable)
- Cognitive Empathy (Writeable)
- Collaboration Map (Writeable)
- Communication Style (Writeable)
- Decision Autopsy (Writeable)
- Decision Tree
- Design Thinking (Writeable)
- Difficult Conversations (Writeable)
- Difficult People (Writeable)
- Efficiency Analysis (Writeable)
- Empathy Map (Writeable)
- Feedback (Writeable)
- Gratitude Tracker (Writeable)
- Growth Map (Writeable)
- GWC Employee Analyzer (Writeable)
- Healthy Competition (Writeable)
- If, Then Analyzer (Writeable)
- Leadership Style (Writeable)
- Mind Maps (Writeable)
- Motivation (Writeable)
- Paperclip Approach
- Pros/Cons Analyzer (Writeable)
- Reverse Brainstorming (Writeable)
- Road to Success (Writeable)
- Sample Check Ins
- Skill Assessment (Writeable)
- SMART Goals (Writeable)
- SWOT Analysis (Writeable)
- Team Building (Writeable)
- Team Mapping (Writeable)
- Thermometer (Writeable)
- Trust Behaviors (Writeable)
- Trust Matrix (Writeable)
- Values (Writeable)
- Vision Alignment (Writeable)
- Visioning (Future Self) (Writeable)

### Coaching Programs

#### Leadership (Writeable)

1. Intro Assessment
2. Leadership Style
3. Trust Building Pt1 (Behaviors)
4. Trust Building Pt2 (Credibility)
5. Creating Vision
6. Listening Evaluation
7. Motivation
8. Team Building Pt1
9. Team Building Pt2
10. Difficult Behaviors
11. Communication Style
12. feedback/Coaching
13. Difficult Conversations
14. Innovation/Critical Thinking
15. Goal Setting (SMART)

#### Sales (Writeable)

1. Intro Assessment
2. Selling Style Assessment
3. Haves, Needs, Wants
4. Goal Setting
5. Buyer Persona Pt1 (Demo)
6. Buyer Persona Pt2 (Funnel)
7. Prospecting Pt1 (Channels)
8. Prospecting Pt2 (Scripts)
9. Strategy
10. Persuasion
11. Messaging
12. Trust Building Pt1 (Behaviors)
13. Trust Building Pt2 (Credibility)
14. Closing
15. Goal Setting (SMART)

#### Public Speaking (Writeable)

1. Intro Assessment
2. Communication Style Assessment
3. Anxiety Management
4. Types of Speech
5. Structure (Map)
6. Presence Pt1 (Body Language)
7. Presence Pt2 (Tone)
8. Audience Analysis
9. Attention Grabbing
10. Clarity
11. Managing Mistakes & Issues
12. Practice Sheet
13. Goal Setting (SMART)

#### Media Relations (Writeable)

1. Intro Assessment
2. Communication Style Assessment
3. Anxiety Management
4. Audience Analysis
5. Interviewing
6. Managing Responses
7. Trust Building Pt1 (Behaviors)
8. Trust Building Pt2 (Credibility)
9. Relationship Building
10. Crisis Management
11. Social Media
12. Practice Sheet
13. Goal Setting (SMART)

# Behavioral Elements -

## Your Guide to Transforming Behavior



### Slide Decks

- Be Like Air
- Be Like Earth
- Be Like Fire
- Be Like Water
- Discovery
- Industry Template (Blank)
- Practical Behaviors (The Wheel)
- Workshop Scenarios (Activities)
- BE Question Card (Discovery)

### Branding Assets

- Elements Logo
- Certified Guide Logo / Badge
- Elements Stock Photos
- Full Program Logo
- Individual Element Icons
- Print Materials (flyers, Post card, Handout)
- Zoom Backgrounds
- Branding Guide
- Sales Tools, Scripts, and Systems
- Social Media Content

### Links

- BE Guide Coaching Academy: <https://behave-intelligently.mn.co/>
- BE TEDxDetroit Talk: <https://youtu.be/oak9diVBzT4?si=DzZAMla8FTJvrLUS>
- BE Website: <https://www.behavioralelements.com>
- BE Store (Planners, Apparel, etc.): <https://shop.coeuscreativegroup.com/>
- BE Socials
  - Instagram: [@behavioralelements](https://www.instagram.com/behavioralelements)
  - LinkedIn: <https://www.linkedin.com/company/behavioral-elements>