

## Learning approach

# The Bridgewell Partners approach:

**Our unique approach to learning is based on our relationship building insights. We know what makes relationships work and what causes them to unravel. That knowledge informs our learning design.**

- **Respects the learner and builds on what he or she already knows.** The learning is directed to meet individuals' particular needs. Participants also have many opportunities to share their knowledge and experience with other participants.
- **Focuses on motives (participants' intentions) more than behaviors.** Most participants enter our courses with the right motive or intention. That is: they enjoy relationships and supporting other people. We believe that the motive to care is a remarkable guide to doing the right thing for customers. We provide powerful skills and tools to support that motive.
- **Provides an experience of what we teach.** During learning, participants have a positive relationship experience that mirrors the kind of relationship he or she will be able to offer others at the end of the course. This experience "turns the light bulbs on"; participants come to know how *push-aways* and *productive trust building* feel. Cognitive understanding easily follows.
- **Emphasizes learning by doing.** Participants have many opportunities to try what they've learned in case studies and role-plays. When possible, they work on actual cases from their work, such as taking calls in a call center, making prospecting phone calls, or planning for an upcoming meeting.
- **Comes in short, intense segments.** Participants get the best results from the learning when it is conducted in 3-4 hour (1/2 day) segments. Additional sessions, as needed, are scheduled for the following day or for another week.
- **Includes active, thoughtful planning for the future.** Each session ends with participants addressing critical issues about the future: What am I going to do differently in my own work? What are the barriers (in me, in others, and in my situation) that might get in the way? Who can I enlist to help me (and how do I enlist them)?
- **Includes follow-up coaching.** Follow-up coaching provides a relationship within which progress can be made and supported, and push-aways overcome. We provide coach-the-coach learning and follow-up support. Qualified people in your organization can coach while we provide support to the coaches. Along with in-person and phone coaching, we also provide on-line support through discussion sessions and email.

## ***Some terms to know***

### **Push aways**

Push aways always happen in reaction to taking good care of your relationship partners. There are many variations of this reaction. In each, one party turns away from the relationship or avoids it in some way. A client may be late, suddenly make a sarcastic remark, forget the appointment or be withdrawn. These may all be forms of push-aways, especially if they follow a previously warm and productive relationship experience.

Push-aways are why most relationships don't get better and better. Rather, even in the best situations, most relationships go forward two steps and back one step.

However, push-aways can be predicted and managed. To manage them though, you have to be watching and ready to respond appropriately. Once you recognize these relationship reactions, you can take charge of managing your relationships. Without this awareness, relationships can go off track.

### **Productive trust building**

Productive Trust Building (PTB) actions are actions you take to benefit the other person, with no apparent payback for you. These goodwill actions exercise your commitment to the client's success and let the client experience the unique nature of your commitment and how you live up to it. For example, if you think of articles or people from your network that could be useful to the client – share those resources in a non-promotional way. PTB is often crucial early in the relationship – yet, it's always a good idea at any stage to think of ways to be helpful.