



## Continuing Professional Development Certificate

### **An introduction to behaviour in business**

Delivered by Robin Hills, EI4Change

Discover the psychology behind what really motivates and influences your clients, colleagues, and customers.

Discover what makes people tick, how they react to situations and why they behave the way they do. You will learn how to inspire top performance, gain trust, win confidence, and build lasting relationships – more effectively and with great results.

#### **Learning Outcomes:**

- You can explain why self-awareness is important and describe the benefits of good levels of self-awareness
- You can recognise how emotional data shapes your professional behavioural responses
- You can determine the needs and psychology of the four behavioural styles that influence relationships
- You can examine how to adapt your communication style to professionally engage with people at a deeper level
- You can describe ways to demonstrate empathy

**Total spent: 35 minutes**

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**Matthew Hall**  
Strategy and Operations Manager  
Chartered Insurance Institute

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Your participation in this event qualifies as part of your ongoing commitment to continuing professional development should you consider its content relevant to your specific development needs. For more information about your commitment to CPD and our CPD scheme rules please visit [www.cii.co.uk](http://www.cii.co.uk)