

Bad Apples™

How to Deal with Difficult Attitudes

Based on the work of the Attitude Adjuster, Michele Matt

Business Challenges

Negativity in the workplace causes ...

- Employees to feel frustrated or unmotivated
- Teams to become unproductive
- Management to confront difficult situations
- Customers to complain or quit doing business with the company
- Employee dissatisfaction and turnover
- Increased costs to maintain quality products and customer services
- Tension and poor communication

Bad Apples™ is . . .

... a complete video training program that shares a practical 5-step process for dealing with difficult people

...an award-winning program that provides practical, easy-to-use techniques for eliminating negativity in the workplace

Turning Bad Apples™ into *Good Apples*

The reasons people might have a bad attitude and not do what they're supposed to, include:

1. Didn't know why they should do it
2. Didn't know when to begin and end it
3. Didn't know what they were supposed to do
4. Didn't know how to do it
5. Thought they were doing it
6. Thought something else was more important
7. Were inappropriately rewarded for doing it
8. Were inappropriately punished for not doing it
9. Didn't think they could do it

Training Outcomes

Participants will learn to . . .

- Recognize characteristics of bad attitude
- Understand how negativity impacts relationships and performance
- Assess challenging situations and determine appropriate strategy
- Utilize a 5-step process for dealing with difficult people
- Identify reasons for poor performance
- Develop potential solutions for resolving problems
- Manage conflict with confidence for positive outcomes

Uses of Bad Apples™

- Supervisory and Management Training
 - ◆ Helps to deal with difficult employees
- Customer Service Training
 - ◆ Helps to resolve an unsatisfied customer
- Team Building
 - ◆ Helps to accept people's differences

Target Audience

- All employees
- Customer service-focused companies
- Public and private sectors—both small offices and large organizations
- Organizations that wish to promote the importance of positive relationships

PREVIEW

Program Design

- Highly interactive workshop format
- Video-centered with assessment exercises, discussion opportunities and case studies
- Flexible implementation & agenda options
- Examples used are highly relatable situations
- Content and format appropriate for diverse industries and workplace profiles

Learning Design

This program can be stand-alone or be inserted into a comprehensive employee development curriculum. On its own, it...

- Clarifies the need for understanding how negativity impacts relationships and performance
- Demonstrates positive examples for multiple applications
- Employs adult learning principles
- Provides relevant case study exercises
- Encourages participants to plan for the application of their learning

Program Materials

- Film-quality, closed captioned video (23 minutes)
- Easy-to-use facilitator guide with two agenda options
 - ◆ 90 minutes
 - ◆ 4 hours
- Reproducible participant materials
- Reproducible self-study materials
- Junior High reading level
- Apple Stress Balls (desk reminder)
- Attitude: The Choice Is Yours Book
- VHS, DVD and CD-ROM self-study options
- SMART-START™ Attitude video
[VHS sold separately, included with DVD]

Bottom Line

- Confronts and controls negativity
- Prevents positive people from becoming negative
- Clarifies and communicates expectations
- Reduces and eliminates conflict
- Maintains high morale and productivity
- Promotes open, honest feedback
- Retains top performers
- Eliminates poor performers
- Builds teamwork, trust and respect