



# S.E.C. Programme

Social Emotional Competencies

# Going Beyond Digitalisation



## Reasons for S.E.C. – The Human Factor

The business environment is becoming more complex for many dealerships, not least because in the future customers will expect more and more individual solutions. There is no doubt that digitalisation has been and will continue to be a boon for business, but digitalisation alone cannot solve the problem of undercomplexity in structures and over-bureaucratisation in processes.

In the future, companies will have to deal with more variability, and therefore also flexibility, in order to be able to adapt to the increasing complexity of their environment. How can OEMs and dealerships handle this challenge?

This is not to say that there is no need for digital technology in all areas of a dealership,

but it does advocate for a partnership between humans and technology.

Computers and robots may be meticulous and able to process, exchange and store information almost indefinitely, but they cannot communicate, i.e. build social relationships, the way that human beings can.

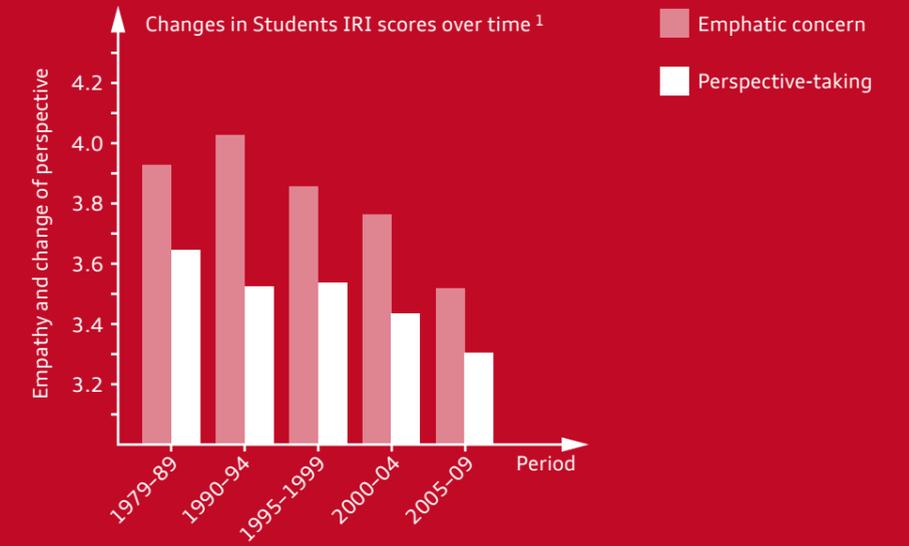
In order to pay particular attention to healthy relationships, mutual respect, common understanding, and decisions under uncertainty we developed the S.E.C. programme. S.E.C. stands for Social Emotional Competencies and covers the topics self-awareness, emotional regulation, social awareness, healthy relationships and responsible decision-making.

## Social Awareness

A three-decade analysis of research at the University of Michigan Institute for Social Research revealed that students are not quite as empathetic as they used to be. A total of 72 samples of American students between 1979 and 2009 (total N 13,737) showed that Empathic Concern was most sharply dropping, followed by Perspective Taking. The declines in Perspective Taking and Empathic Concern are relatively recent phenomena and are most pronounced in samples from after 2000.

This finding is troubling, as empathy is linked with higher prosocial behaviours, which benefits social relationships and benefits us as well.

Developing empathy is therefore perhaps the most significant effort companies can make toward improving people skills. When you understand others, they will probably want to understand you – this is how we start to build cooperation, collaboration, teamwork



## Am I human-centered?

Just scan the QR code and visit <http://ser-survey-en.hgs-concept.com>  
Take just 3 minutes to compare your statements with others.

<sup>1</sup> O'Brian, Hsing, Konrath: Changes in dispositional empathy in American college students over time: a meta-analysis, Personality and Social Psychology Review, May 2011

# Overview

A programme to guide you through a discovery and development process with regard to EQ skills.

Off-site

## Transfer Excellence Method by Prof. Dr. Axel Koch

The term »transfer skills« describes the individual competency to transfer learning and change impulses successfully and sustainably into daily practice.

Here's how the Transfer Excellence Method works: After a short online test before the first training module you know your strengths and risks for implementation success. You get tips how to manage your learning success based on your test report.

With the individual support of a certified Transfer Excellence Coach along the training programme and a proven steering tool you will systematically reach your goal.

On-site

## Module 1 Knowledge, Tools, Exercises

The scope of this first 3-day seminar recognises domains of social emotional competence you can work on to ...

- > be more self-aware
- > be able to regulate your emotions
- > be socially aware
- > have good relationship skills
- > demonstrate responsible decision-making

The curriculum is

- a. active, participatory, and engaging
- b. research and evidence based
- c. connected to your daily work.

On-site

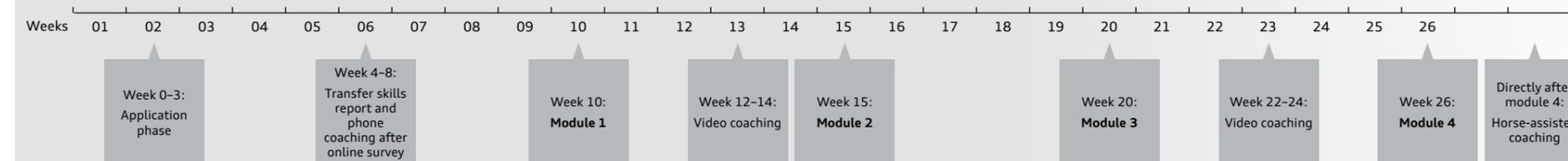
## Module 2 Learning Journey

We live in a world that is defined by exponential change and uncertainty. Current and future organisations and their leaders need to find answers in a world facing new challenges.

In this part of the programme you have the chance to experience how like-minded, passionate people try to make a difference in the digital world and to find ways on how to handle its social challenges.

Meet different owners or managers from companies across the city and learn in the field together with your peers how other organisations prepare for the future!

## Time Line



Off-site

## Module 3 Putting Theory into Practice

You'll take several videos of situations related to your goal and relevant for your personal development. You submit these clips to your Coach for review. With a focus on verbal, paralingual and non-verbal aspects he provides quality feedback in a timely manner, enhancing your social-emotional potential.

On-site

## Module 4 Knowledge Check and Evaluation of the Results

Time to put your knowledge to a test! With a little learning and a little fun you'll pass a knowledge test similar to Jeopardy with questions on a variety of subjects along the training content.

After this interactive way to review training content you'll be engaged in small-group discussions evaluating your personal projects. Overall results will be presented in an exhibition.

Off-site

## To top it all off Horse-assisted Coaching

This one-day closing event is designed for those who wish to advance their social-emotional skills.

During this day you can continue your journey of raising awareness through interaction with horses, an unusual and sometimes life changing experience! No riding is involved in Horse-assisted Coaching. Generally, all the work is done on the ground.

We would like to finish the S.E.C. programme with the whole group. So, if you are curious and open to an innovative way to have a break through with your positive relationships in both private and business life, don't hesitate to join the Coaching!





# Module 1

**We offer knowledge, tools, exercises.  
You should keep learning, enjoy challenge, and tolerate ambiguity.**

## Head and Heart

The ability to understand and regulate your own emotional state and empathise with others, is an invaluable set of skills for anyone to have. However, while most of us know how emotional intelligence can contribute to the health of relationships, friendships, and the like, its applications in the workplace are a little less obvious. When it comes to reaching our goals at work, EQ beats IQ virtually every time.

But how is it possible for adults to become more socially and emotionally competent? The prospect of needing to develop greater emotional competence is a bitter pill for many of us to swallow. Changing habits such as learning to approach people positively instead of avoiding them, to listen better, or to give feedback skillfully, is a more challenging task than simply adding new information to old.

S.E.C. covers both cognitive and emotional learning and is intended to change one or more of the behaviours associated with emotional competency, including self-awareness, self-regulation, empathy, and skills in getting along with others.

To begin somewhere: The first module provides basic knowledge, tools and a lot of exercises related to social emotional competencies during a three-day seminar.



# Module 2

We are looking for people willing to explore the practices of organisations who obviously succeeded in making a difference in the current world of work, both for employees and customers. Are you one of them?



**Learning is not attained by chance, it must be sought for with ardor and attended to with diligence.**

**One-day joint learning journeys in parallel across the city in visit-teams.**

Meet for deep dialogues with different owners or managers from companies across the city to generate first-hand experience and insights, how social-emotional principles manifest in other organisations.

During the visits you will be supported by your coach to maximise your learning experience. After the expedition you'll reconnect with your fellow travellers to exchange experiences and to celebrate the journey!

**The next day**

- > collective harvesting of insights
- > distilling key practices and/or principles
- > collective planning to apply these principles to your own working situations
- > preparing for the challenges you will experience in the workplace.





# Module 3

Practice – Coach – Collaborate – Anytime –  
Anywhere – On any Device!

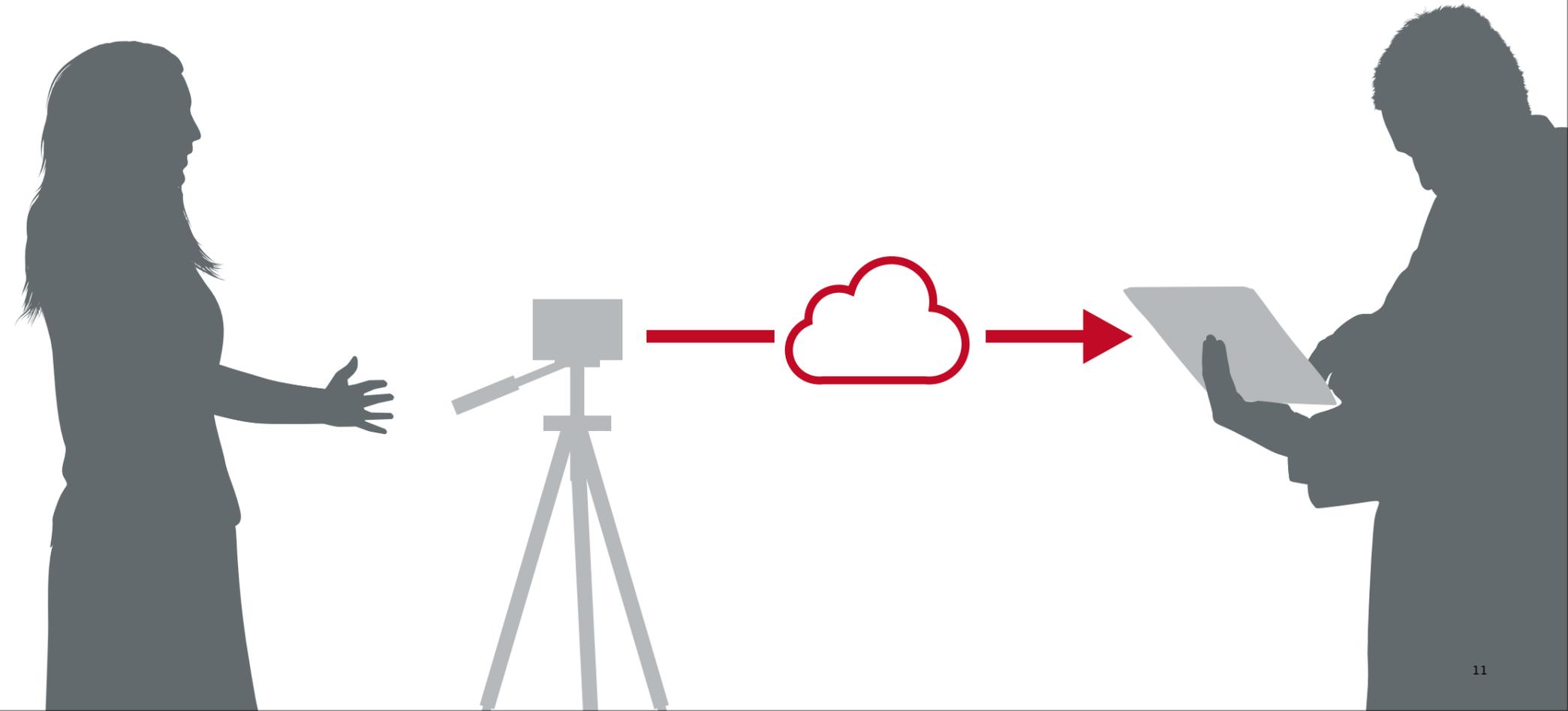
## Personal Development Project

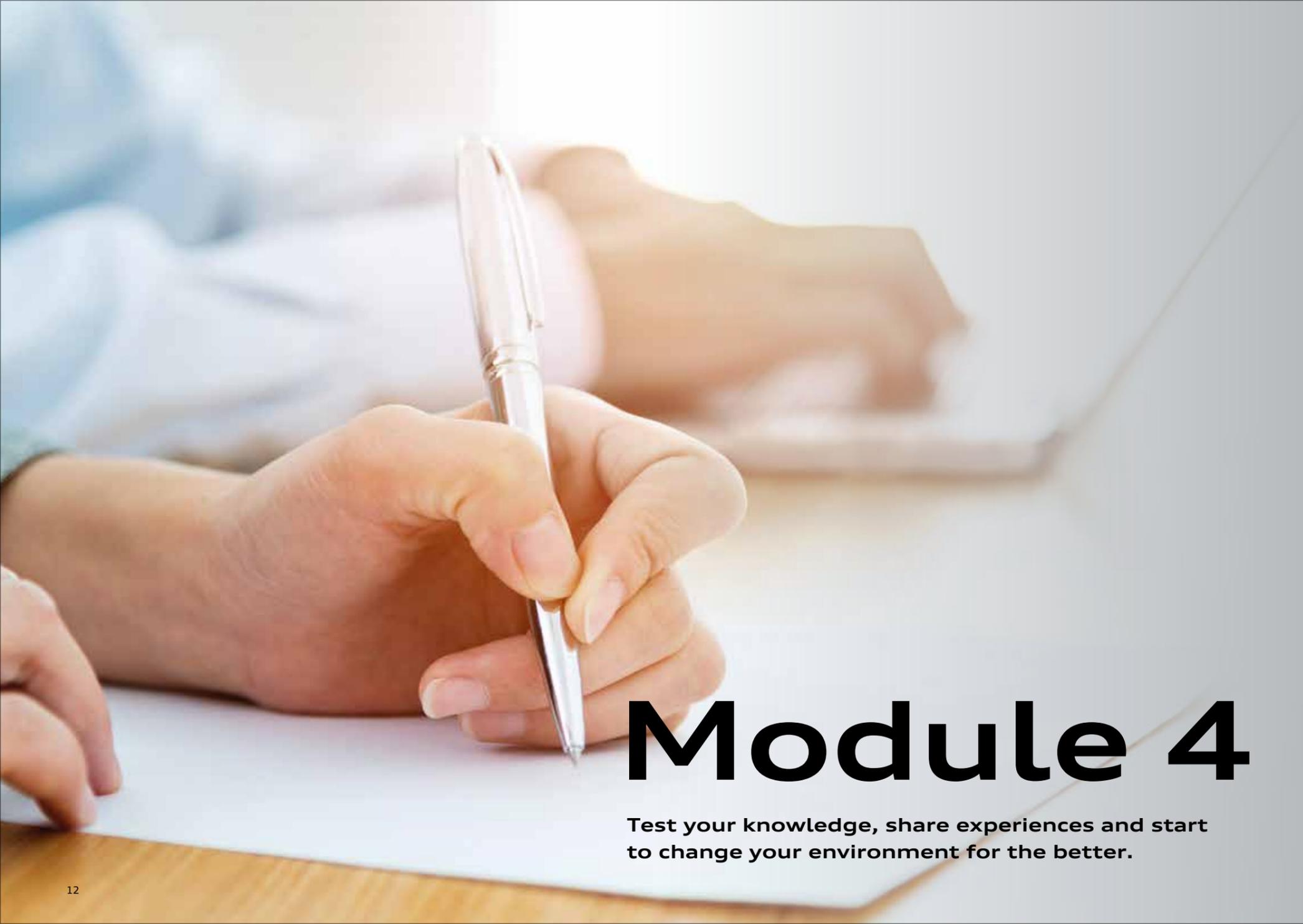
If we want S.E.C. to be meaningful, we can't separate it from your real work. But how can we make social and emotional challenges a focus for learning and growth?

Project-based learning is one way to connect theory to authentic problems. That's the reason why you'll chose and initiate your own development goal in this programme.

Within the context of your personal development project, you will be encountering real challenges, creating plans to prepare for appropriate interaction with stakeholders, trying new skills, evaluating their effectiveness and reflecting on skill development.

The opportunity to interact with the coach on an individual basis plays a vital role in this program. Asynchronous video feedback allows you to look at yourself »from a distance« and with space for reflection.





# Module 4

Test your knowledge, share experiences and start to change your environment for the better.

## Work in Progress

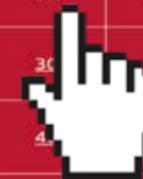
The training cycle isn't complete without an evaluation of training's effectiveness. However, impact assessment and evaluation generally doesn't excite people around the globe.

But finding out about the changes that S.E.C. has made in your life must not be boring. So, we decided for an alternative approach to evaluation and to test your knowledge while having fun.

Apart from looking for ways to »prove« your learnings, we are curious about your experiences and your stories and we are intrigued by the idea that you may have found a way to turn your »mess into a message.«

Even if the training programme is almost finished after these 2 days, the real work starts once you return to your normal environment. Your positive influencer's mindset would, of course, be a wonderful result!

Self awareness	Emotional regulation	Social awareness	Relationships	Decision making
10	10	10	10	10
20	20	20	20	20
30	30	30	30	30
40	40	40	40	40
50	50	50	50	50





# Completion

»Horse-assisted Coaching«: A Highlight, but not the End of the Story.

Horses act as mirrors reflecting back to us what we otherwise choose not to see.

Horses allow us the opportunity to experience firsthand what is happening to us and by providing immediate feedback they allow us to change our actions to get a different result. And importantly horses are non-judgemental. They just respond to the energy and intent shown to them and they teach us to become more emotionally, physically and mentally aware.

During this one-day coaching you interact with horses, develop relationships, improve communication and learn about yourself along the way.

No experience with horses is necessary!



Get an impression of how Horse-assisted Coaching works:  
Scan the code and watch the video ([https://youtu.be/t\\_N5x9iR60s](https://youtu.be/t_N5x9iR60s)).



# Why?

## A brief word on education.

Why do I have to learn all this? We tend to ask ourselves this question when it comes to learning content that we deem impractical or of little use. Does »useless« knowledge have any value at all? If so, what is the value?

Of course, a company with educational offerings must be guided by the needs of the times. Digitalisation, product knowledge, know-how in the use of social media are all important parts of the training offer nowadays. But education is certainly more than that. It serves to develop personality across the board, and teaches critical thinking and the ability to solve problems independently.

We can hardly prescribe education, only provide you with opportunities to educate yourself. Even the preoccupation with superficially-useless questions can open up new perspectives and ideas. At its best, it can change our view of ourselves, and our view of the world. This is inherently difficult to measure, especially since it does not happen from one day to the next, but often over long periods of time. That is why this programme offers support for your projects, but no grades, no degree, and no certificate.

If you really want to absorb and understand the themes of the programme, make an effort, maybe even torment yourself a bit – be our guest! It will all be worth it, even if you only realise it afterwards.



Please  
apply for the  
programme until  
[Month, Day, Year]

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after client's initial idea  
and assignment by:  
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