



Who We Are

Founded in 2011, The CP Journal specializes in behavioral analysis, helping teach people how to accurately read and assess the intentions of those around them.

What We Do

By combining validated scientific concepts with professional experience, we teach people how to read human behavior and offer steps on how to take action.

What it Means to You

By being able to better understand human behavior you will be more efficient and effective in all interactions leading to greater success in your organization

Overview

Stemming from our success training our nation's military and security professionals, The CP Journal's Corporate Communication Program is tailored to meet the needs of the business environment. Our program has been designed to help hiring managers, recruiters, sales professionals, customer service and human resources managers better understand human behavior. This saves time and improves a professional's efficiency during crucial points of the hiring process, sales conversations and negotiations.

Problem

Traditional corporate training programs often focus on technical requirements or company-specific information. While traditional sales and customer service programs focus on what to say, there is very little corporate work done on the why. Through our work with large and small companies we have found that many people struggle to understand what other people's intentions are. Because of this, mistakes get made during the recruiting, hiring and sales processes that can and should be avoided.

Solution

Based on the principles used to keep our nation's military safe during deployments overseas, The CP Journal adapted its Tactical Analysis® Program to meet the needs of the corporate environment. By having a better understanding of human behavior and why people act the way they do, companies and employees can improve their interpersonal skills. Whether it's safety in the workplace, recruiting, hiring, sales or leadership skills, students of the program leave feeling more comfortable and having greater success both personally and professionally.

Benefit

The benefits to our corporate clients of learning the human behaviors to look for and how to look for them include:

- Feeling more comfortable in all conversations
- Knowing when to ask more questions based on how a person responds
- Self-assessing your personal style to improve your ability to bring in more business
- Understanding why people act the way they do, putting you in position to better understand what you need to know

“The CP Journal provided our team with an education on how to effectively communicate by observing body language and human behavior... I would highly recommend that any organization that deals with the public meet with [them].” -*Director of Sales | Blue Rock Energy*

Learn how to get #LeftOfBang at www.cp-journal.com/services/corporate