

CowSignals Certified Trainer Course

AIM OF TRAINING

Is to become a successful CowSignals® trainer and advisor. Focus will be 50/50 on CowSignals and PeopleSignals. You will receive a ready to use package with checklist, trainer manual and power point CowSignals. We teach you to have more impact by asking better questions, open peoples' eyes and minds and help farmers and advisors with practical ready to use knowledge and tips. We use humor and confrontation techniques, the Look Think Act principle, the CowSignals diamond, the PeopleSignals concept and a keep it simple approach. It will be an intensive course in a cosy setting, with a lot of interaction, sharing of ideas and personal feedback.

Certified Trainer Course PROGRAMME (4 days from 9.00 a.m to 17.00 p.m)

Language will be English. We aim at small groups from 5 to 15 people.

1.Cowsignals day training: Morning technical lecture, general opinion forming.

Afternoon in barn between cows, doing the CowSignals workshop.

Evening: **prepare your own mini interactive presentation** (max. 6 minutes, 4 slides/ pictures) about a cowsignals or communication related subject of your own choice).

2.Communication & presentation: PeopleSignals: ROI Relation Organization Information & trainer manual, mini-presentations and feedback

Late afternoon: farm visit. Evening **diner together** with the whole group in nice restaurant

3.Morning: communication, some more mini –presentations. **Afternoon: do it yourself workshop in barn** with colleagues as participants.

4.Morning do it yourself workshop in barn.

Afternoon evaluation, signing contract, CowSignals trainer certification. How to go from here!

16.00 o'clock: end of training.



FARM VISITS

We supply you with hygienic boots and coveralls because we will work in between the cows. So you do not have to bring any coveralls and wellingtons.

QUALIFICATIONS

We work with vets, feed advisors, breed advisors, herd managers, hoof trimmers and barn designers. Background knowledge of dairy farming, health, feeding, breeding or housing is welcome, but more important is that you are open minded, cow-minded and have an interest in communicating and working with people.

Thanks you for your trust in our CowSignals® concept. We look forward to have you all over in our place for this very special Dutch Dairy experience. Feel free to contact us if you have any questions.

Kind regards,

[Lidy den Bieman](#)

Office manager CowSignals training company

Annelies Pernot

Hostess of CowSignals training center

Joep Driessen

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