

Don't miss this brand-new conference filled with breakthrough success strategies and insights for women of all ages!

The

# Conference for Women



You're invited to spend a day like no other

Developed by women who have discovered the keys to success, presented by women who will inspire and invigorate you—and designed with your success in mind.

🕒 Assertiveness Skills

🕒 Communication Techniques

🕒 Positive Self-Esteem

🕒 Conflict Management

🕒 And more!

Choose from among 10 incredibly enlightening sessions guaranteed to supply the tools *you* need ... give you the direction *you're* looking for ... and show you great new possibilities for your career and your life—and spark the passion to turn them into action.

*"Create the highest, grandest vision possible for your life because you become what you believe."*

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You won't want to miss ...

## The Conference for Women

Now, more than ever, you have unlimited potential when it comes to what you can achieve. All it takes is the right attitude, the right plan, the right opportunities and the right tools. Getting it "right" is exactly what this unique day-long event is all about. It's specially designed to give you the powerful information and profound insights that will make a lasting, positive impact on your life.

You're invited to join other professional women from your area to spend the day with some of the most inspiring people you'll ever meet—your conference presenters. These highly experienced and acclaimed experts will move you to action in ways you'll never forget.

This illuminating day is filled with 10 practical, idea-packed sessions. And between workshops, you'll experience meaningful networking at its best. This winning combination delivers your money's worth and more!

Consider this your personal invitation to *The Conference for Women*. You won't see it marketed in newspapers or by radio. That means the registration information contained here is your way in the door. So read it and register promptly.

To sign up, simply call 1-800-873-7545, enroll on-line at [www.skillpath.com](http://www.skillpath.com) or contact us by mail, fax or e-mail.

This exciting conference among professionals and your peers will give you dozens of new ideas and action plans to boost your career, your attitude and your life. You'll leave passionate and eager to reach your greatest potential ... we guarantee it.

Don't miss this opportunity. We'll see you there!

To enroll, call toll free **1-800-873-7545** or  
on-line at **[www.skillpath.com](http://www.skillpath.com)**

*"I liked the idea of being able to choose different topics that interested me. It helped keep the conference interesting. With such a good variety, I was able to choose the topics that applied best to me."*

– Kim Carrington  
Executive Assistant  
West, Turnquist & Schmitt

*"Your instructors were excellent, motivational and well-educated. I learned a lot of new information and gained a new perspective on how to make the changes to be successful and happy."*

– Wrenda Searle  
Director, B/S

*"As a wife, mom and business owner, I appreciated meeting others and learning how to successfully manage a rewarding and fulfilling lifestyle."*

– Pamala Wilson  
Owner  
Cornerstone Appraisal

*"The Conference for Women covered a vast area of the needs women are facing today. I left encouraged, motivated and informed. The instructors were great."*

– Valorie Robertson  
Tax Specialist, Boeing

# Conference Agenda

*Design your day to meet your unique needs. We've packed a lot of information into just one day ... so feel free to move in and out of these two tracks and 10 dynamic sessions. It's your conference—don't miss a thing!*

8:15 – 8:50 a.m.	REGISTRATION	
OPENING SESSION 9:00 – 9:35 a.m.	<b>Life lessons from 5 unstoppable women</b> Inspirational ideas and wisdom on how to overcome adversity, bounce back powerfully and be a super success	
9:35 – 9:50 a.m.	BREAK	
	<b>TRACK ONE:</b> Professional Growth and Development	<b>TRACK TWO:</b> Developing Your Inner Power
SESSION 1 9:50 – 10:40 a.m.	<b>How to communicate like a pro</b> Verbal and written skills that convey power, confidence and authority	<b>Are you doing what you love—or even loving what you're doing?</b> You CAN develop a passion for your work!
10:40 – 10:55 a.m.	BREAK	
SESSION 2 10:55 – 11:45 a.m.	<b>Conflict management skills especially for women</b> How to keep your cool, stand your ground and positively resolve conflict	<b>How to say the right thing in tough situations</b> Tips and techniques for navigating delicate interactions like a pro
11:45 a.m. – 1:00 p.m.	LUNCH (ON YOUR OWN)	
SESSION 3 1:00 – 1:50 p.m.	<b>A brand-new you ... assertiveness skills that lead to success</b> Ask for—and get—what you want	<b>Keep your emotions from running the show</b> Maintain your composure in every stressful situation
1:50 – 2:05 p.m.	BREAK	
SESSION 4 2:05 – 2:55 p.m.	<b>Learning to lead</b> Cultivate your untapped potential	<b>Personalize your work space to feed your spirit</b> Simple feng shui techniques that will enhance your office, cubicle or desk ... and inspire you to do your very best
2:55 – 3:10 p.m.	BREAK	
SESSION 5 3:10 – 4:00 p.m.	<b>How to keep difficult people from ruining your day</b> Take charge of difficult situations and impossible people	<b>Presenting yourself as a woman who's going places</b> Super strategies for creating a powerful, positive image

## 5 More Benefits of Attending

1. Never be at a loss for words again—no matter how awkward or tough the situation! No need to feel tongue-tied or flustered ever again, now that you'll have these no-fail techniques and tips for managing even the most challenging people and encounters.
2. Feng shui your way to greater vitality—and better results—by creating a work space that inspires and supports you. Learn the secrets to feng shui—the ancient Chinese art of creating beautiful and energizing environments. It's a simple way to charge your creative batteries, enhance your mood at work and produce more than ever.
3. Have more fun at work! (It's not only possible, your boss will thank you for it.) Lighten up! In this conference, you'll find out how important it is to incorporate a light attitude and laughter into your workday, and come away with some great ideas for being more excited and passionate about your job.
4. Increase your ability to say "No" when that's the right answer ... and say "Yes" powerfully when it counts! It's an age-old issue for women: Saying "Yes" to things when we really want to say "No." Don't miss these change-your-life strategies for getting clear on what you want ... communicating with ease and power when others make requests of you ... and reaching agreements where everyone wins.
5. Get the secrets to presenting an image that will help you rise through the ranks and shine. Like it or not, it's the woman who walks and talks like a winner who usually winds up with the prize. In this conference, you'll discover things you can do right now to make sure the image you project is one that will allow you to get what you want and get ahead.

### On-site training and keynote speaking ...

We can deliver this conference right to your company's door or provide customized, you-pick-the-day training on any program pertinent to your organization's training goals. Or let our staff of professional trainers add sparkle to your next corporate or association meeting with a stimulating keynote speech designed just for you. Whether you have 3 or 300 people to train, SkillPath is the answer. For complete details and a no-obligation quote, call 1-800-873-7545 and ask for the on-site training department.

### We guarantee results

If you're not happy, we're not happy. Go back to work and apply what you learned at the conference. If you're not absolutely delighted with the results you achieve, write to us right away. We'll issue you a refund or arrange for you to attend another SkillPath program without paying another penny. That's our guarantee!



# Professional Growth and Development

**Session 1: How to communicate like a pro** .....9:50 – 10:40 a.m.

*Verbal and written skills that convey power, confidence and authority*

How clearly you communicate your thoughts and ideas is at the very heart of your professional success. In this session, you'll discover the vital techniques for ensuring that both your spoken and written communication skills are a powerful, positive reflection of your talents and abilities. You'll learn tips for communicating with professionalism and polish every time you put your thoughts into words.

- Tips for delivering confident, powerful and persuasive presentations—one-on-one or in any group situation
- You don't have to be pushy to get your point across: How to correctly use assertive language and mannerisms that send a message of power, confidence and authority
- How to avoid grammar gaffes, punctuation pitfalls, typographical travesties and other written mistakes that could label you as unprofessional or careless
- Discover the most common communication pitfalls—and how to sidestep them
- How to present your ideas to upper management, clients, co-workers, those you manage—anyone—in a way that gets attention and ensures “buy in” and support

**Session 2: Conflict management skills especially for women** .....10:55 – 11:45 a.m.

*How to keep your cool, stand your ground and positively resolve conflict*

Conflict can be a destructive force in your life ... or the springboard to some of the most productive interchanges and positive problem-solving sessions you can experience if you have the right attitude. The person who controls that choice is *you*. Whether you're faced with long-simmering conflicts, down-and-dirty disagreements or off-the-chart emotional outbursts, this session can steer you toward increased harmony, shared enthusiasm for resolution and impressively improved productivity.

- The 6-step approach to win-win conflict resolution
- Expressing yourself without accusation, sarcasm or hostility
- How to make sure you're not asking for the very behavior from others you find hard to handle
- The real differences between how men and women communicate
- A 4-step approach to delivering feedback that's specific, nonaccusatory and gets results
- How to handle rejection and still feel good about yourself

**Session 3: A brand-new you ... assertiveness skills that lead to success** .....1:00 – 1:50 p.m.

*Ask for—and get—what you want*

Is it ever hard to say “No” or turn down a request? Do you sometimes skirt difficult situations? Are you nice—too nice for your own good? Stop holding yourself back! Learn how to become more assertive, change your style and image and get ahead. Here's a step-by-step program that will transform you into a strong and gutsy woman who trusts her instincts, asks for what she needs, takes calculated risks—and gets what she wants and what her job demands.

- 5 strategies for turning indecisiveness into assertive action
- Eliminating behaviors that label you “weak” and “hesitant”
- When the word is “No”—here's how to say it and mean it without hurt feelings and misunderstandings
- Get rid of the passive, eradicate the aggressive and thrive with the assertive approach instead
- Asserting yourself with those especially challenging personalities

**Session 4: Learning to lead** .....2:05 – 2:55 p.m.

*Cultivate your untapped potential*

Do you have a desire to lead projects or people? Are you in a leadership position now and want to hone your skills? Wherever you are on the leadership ladder, this thought-provoking session will help you cultivate the characteristics, skills and vision you need to be in charge—and succeed. You'll discover the importance of delegating, facing challenges head-on, planning for the long term and more ... in an encouraging and supportive environment filled with important discoveries about yourself and your untapped potential.

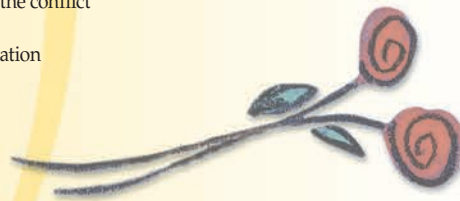
- What a leader is ... and isn't
- 5 inevitable leadership challenges and how to overcome them
- How leaders delegate and multiply their impact
- All leaders talk ... now learn the strategies of those who *communicate*
- How to see long-term—and put your vision into a plan

**Session 5: How to keep difficult people from ruining your day** .....3:10 – 4:00 p.m.

*Take charge of difficult situations and impossible people*

Women who develop the ability to deal with difficult people enjoy a true advantage in today's workplace. And are there *ever* plenty of impossible people to practice on. There are bullies, dictators, con artists, know-it-alls—we could go on and on. In this session, you'll discover how to take charge of each trying situation and neutralize the impact difficult personalities have on your life and sanity.

- You *can* express anger in healthy, constructive ways—this can actually help resolve the conflict
- Great insight into mending relationships you thought were permanently damaged
- 6 extremely reliable techniques for keeping your cool no matter how heated the situation
- How to manage the anxiety that goes hand in hand with difficult encounters
- 5 fears that keep women from confronting people who rub them the wrong way
- Are you *sure* your beliefs and attitudes aren't contributing to the problem?



# Developing Your Inner Power

**Session 1: Are you doing what you love—or even loving what you're doing?** .....9:50 – 10:40 a.m.

*You CAN develop a passion for your work!*

It's important to be satisfied with your work, particularly since that's where so much of your time is spent. But, at the close of a stressful and busy day, you may wonder: Where is the joy? This inspiring guide shows you how to find it—right in your own job. You'll learn how to transform the way you view your 9 to 5 life, use goals to ignite new energy, find the thrill in change and many other useful tips for making the work you do the work you love.

- How to find out what's really important to you
- 8 reasons to seek passion in your work and life
- Proven ways to bring more value to your present position
- How to embrace change if it's necessary for passionate living
- Answering the Big One: Am I living the way I want to live?
- Regain your passion for your work and see yourself thrive

**Session 2: How to say the right thing in tough situations** .....10:55 – 11:45 a.m.

*Tips and techniques for navigating delicate interactions like a pro*

Have you ever wondered how some people seem to sail through difficult situations with ease, while others stammer, blunder or suffer through them in tongue-tied silence? Here's your chance to learn the simple techniques and attitude adjustments that separate the winners from the wannabes ... and be able to approach even the most complicated conversations with confidence.

- The secret to dealing with people directly, honestly and on equal footing
- The 5 Golden Rules for having conversations turn out the way you want
- How to address even the most awkward topics—like body odor, bad breath, poor table manners and inappropriate dress—in a way that leaves everyone's dignity intact
- No more conversational cul-de-sacs or wrong turns! How to plan your interactions in advance so you won't get sidetracked
- Tips on how to ask for things—a deadline extension, a raise, relief from an assignment—without being apologetic or defensive

**Session 3: Keep your emotions from running the show** .....1:00 – 1:50 p.m.

*Maintain your composure in every stressful situation*

Like it or not, we all have times when we're angry, upset or sad at work ... or simply feel overcome by stress. In this session, you'll learn how successful women manage to experience the full range of emotions without being taken over by them and how you can put their strategies and techniques to use in your own life.

- How to overcome your "fear of foolishness" and loosen up a little
- Have you tried *this*? Unusual—but effective—ways to manage stress and beat the blues
- Exercise your humor muscle! Learn how to use levity to cope with problems and make yourself feel good
- The 6 Golden Rules for maintaining emotional control
- What to do when you're really upset and you know you're going to cry
- How to uncover your anger triggers ... and how to express anger productively

**Session 4: Personalize your work space to feed your spirit** .....2:05 – 2:55 p.m.

*Simple feng shui techniques that will enhance your office, cubicle or desk ... and inspire you to do your very best*

Are your surroundings at work distracting and draining ... or inspiring and energizing? In this session, you'll learn how to give your office a makeover with feng shui, the ancient Chinese art (and very popular method) of creating ideal environments for human beings. Whether you've got a spacious corner office or are dealing with a desktop, these simple principles will help you design a work space that stimulates your creativity, productivity and overall sense of well-being.

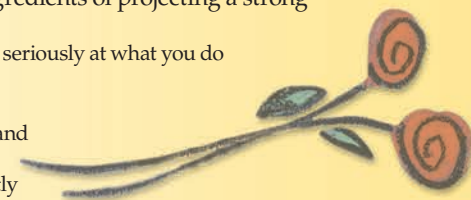
- Creative ideas for personalizing your space in a way that makes you feel good as soon as you step in the door
- What hidden messages is your work environment sending? Here's how to decode your décor and change it for the better
- How to use music to improve your performance ... and why you must consider the type of work and time of day when making your selection
- How the placement of items on your desk can affect your mood and ability to get things done
- How color, furniture placement, greenery and lighting can affect your vitality and enthusiasm

**Session 5: Presenting yourself as a woman who's going places** .....3:10 – 4:00 p.m.

*Super strategies for creating a powerful, positive image*

A professional image is vital to getting ahead in your career. More than sporting a crisp business suit and matching heels, a positive professional image also means carrying yourself credibly and confidently and being absolutely sure about what you say and do. In this session, you'll learn the essential ingredients of projecting a strong professional presence.

- Why your personal appearance plays an important role in whether you're taken seriously at what you do
- How to foster an appearance that shows you're in command, yet approachable
- How to keep from sabotaging your own success
- Are you guilty of these credibility busters? Learn which mannerisms, gestures and speech habits you should avoid at all costs
- How to handle stressed-out people and difficult situations calmly and confidently
- How to project an image of self-confidence and assertiveness without seeming "pushy"



## Registration information

**Your tuition is tax deductible.** Even the government smiles on professional education. All expenses of Continuing Education (including registration fees, travel, meals and lodging) taken to maintain and improve professional skills are tax deductible according to Treasury Regulation 1.162-5 *Coughlin vs. Commissioner*, 203 F2d 307.

**Continuing Education Credit:** SkillPath offers Continuing Education Credits based on program length and completion in accordance with the National Task Force for Continuing Education guidelines for attendance at our seminars (save this brochure and your Certificate of Attendance). Please contact your professional licensing board or organization to verify specific requirements. You may also contact us at 1-800-873-7545 for additional assistance.

**SkillPath is registered with the National Association of State Boards of Accountancy (NASBA)** as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN 37219-2417. Web site: [www.nasba.org](http://www.nasba.org). This conference qualifies for 5.5 CPEs. Previous work experience and/or background knowledge should be obtained before attending this conference. Program level: Intermediate. For more information regarding administrative policies such as complaint and refund, please contact our offices at 1-800-873-7545.

## Conference materials

And you won't go home empty-handed. You'll leave this conference with a Certificate of Attendance; a soundly researched, unabridged workbook; and step-by-step guidelines for using the information you just learned.

**SkillPath's continuing support ...** We don't just stand behind our programs, we stand behind *you*. If, after attending the conference, you're faced with a problem and don't know where to turn—try us. Just send a brief description of your particular problem or question and one of our specialists will promptly respond. Where else can you find that kind of support? *Nowhere but with SkillPath.*

## Important information

**Our registration table opens at 8:15 a.m.** When you arrive at the hotel, please check the directory for the exact location of the conference. Our registrars will greet you, assist you with your registration (or collect your Express Admission Ticket), hand you your conference materials and direct you toward your seat. You'll also want to take the opportunity to meet other professionals from your local area. Introduce yourself! You may meet a new friend. Plan to be registered and ready to go by 8:50 a.m.

**We begin at 9:00 a.m. on the dot and wrap up at 4:00 p.m.** Lunch is on your own from 11:45 a.m. to 1:00 p.m. Why not invite another participant to dine with you? You can share information, review the morning and make the day even more enjoyable.

**Parking.** We do our best to find conference facilities that have all the pluses we look for: Convenient location, great meeting rooms, courteous staff and plenty of free parking. However, some facilities have paid parking only. You may want to check with the facility personnel to determine parking fees—often they can direct you to free parking just around the corner.

**Audio/video recording.** Our programs—both what you see and what you hear—are fully copyrighted by SkillPath. No audio or video recording, please.

## Still haven't picked up the phone?

*Five more good reasons why you will want to attend this conference ...*

- 1. Our speakers are the best ... period.** They're pros who have a proven record of effectiveness, professionalism and expertise. And what's more, they're exciting communicators who'll provide you with one of the most interesting days you've ever spent.
- 2. We give you only the most important, important information.** There's a lot of information out there that could take you years to gather on your own. In one fast-paced day, we'll give you what we believe is the best, most important information to help you be the best you can be.
- 3. Practicality is emphasized.** You will leave this conference with specifics you can apply immediately. We promise you'll get results your very next day back at work.
- 4. The value is unbeatable.** Not only is our enrollment fee a great value, when four or more enroll from the same organization, you'll enjoy a significant discount.
- 5. Our guarantee is unconditional, straightforward and the very best in the industry.** How can we be so confident? Because we work hard *before* the conference to make sure you're happy *after* the conference. Pertinent, up-to-date information you can really use, a convenient conference location, registrars who are courteous and helpful and speakers who grab your attention and take you on an exciting journey full of fun and *facts*. We believe you'll love every minute of it. Millions of satisfied participants from around the country are sold on SkillPath seminars. Why not join them?

To enroll, call toll free **1-800-873-7545**  
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YES, I can't wait to attend ...

# The Conference for Women

You're invited to spend a day like no other, where you'll learn:

- Assertiveness Skills
- Communication Techniques
- Positive Self-Esteem
- Conflict Management
- ... and more!

## Locations and Dates

Check the box next to the city where you'll attend

### Enroll now—limited space available!

✓ **By phone:** 1-800-873-7545 or 1-913-677-3200

✓ **On-line:** Enroll on-line at [www.skillpath.com](http://www.skillpath.com)

✓ **By e-mail:** [enroll@skillpath.com](mailto:enroll@skillpath.com)

✓ **By fax:** 1-913-362-4241

✓ **By mail:** Complete and mail enrollment form to:  
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Kansas City, MO 64180-4441

**Cancellations and substitutions.** Cancellations received up to five working days before the conference are refundable, minus a \$10 registration service charge. After that, cancellations are subject to the entire conference fee, which you may apply toward a future conference. Please note that if you don't cancel and don't attend, you are still responsible for payment. Substitutions may be made at any time.

### Registration information Please note: If you've registered by phone and paid with a credit card, it's not necessary to return this form.

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E-mail Address \_\_\_\_\_ (Program # \_\_\_\_\_)

Ms. \_\_\_\_\_ Title \_\_\_\_\_

E-mail Address \_\_\_\_\_ (Program # \_\_\_\_\_)

Ms. \_\_\_\_\_ Title \_\_\_\_\_

E-mail Address \_\_\_\_\_ (Program # \_\_\_\_\_)

Ms. \_\_\_\_\_ Title \_\_\_\_\_

E-mail Address \_\_\_\_\_ (Program # \_\_\_\_\_)

**Please list additional registrations on a separate sheet and attach.**

Mr. \_\_\_\_\_ Title \_\_\_\_\_

Ms. \_\_\_\_\_ Title \_\_\_\_\_

Approving Supervisor

Organization \_\_\_\_\_

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Please add applicable state and local tax to your payment for programs held in Hawaii, South Dakota and West Virginia.

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Signature \_\_\_\_\_

### Please fill in the city and date where you'll attend

Workshop city: \_\_\_\_\_

Workshop date: \_\_\_\_\_

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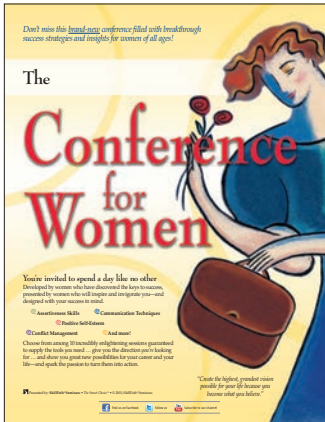


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