



Presented by:

SkillPath
SEMINARS

Announcing a one-day seminar ...

How to Become a Better Communicator

Essential communication skills training for managers, supervisors, team leaders and others

**We're
coming
to your
area ...**

This fascinating workshop will teach you the most valuable skill of all—how to communicate effectively with people

You'll gain powerful communication skills like these ...

- How you can increase the levels of collaboration and mutual support among team members, co-workers and managers
- How to express your ideas in ways that gain the attention, support and respect of others
- How to quickly fit in with any group of people
- How to make an unforgettable, positive first impression on anyone
- How to minimize conflict and reduce friction on the job and in personal life
- And much more—see inside for an overview of the entire seminar!

*To enroll, call toll-free **1-800-873-7545***



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SkillPath Seminars

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Enroll today by calling **1-800-873-7545**
or online at **www.skillpath.com**

*What is the
most important
ingredient for success
and achievement in
today's workplace?*

*What is the foundation for
supportive, cooperative work
and personal relationships?*

The answer to both these questions is the same—the ability to communicate skillfully and confidently with people. Excellent interpersonal communication skills are the most potent career and personal skills you can possess.

Consider these facts ...

- Human resources professionals estimate that more than 80% of the people who fail at their jobs do so for one reason—they don't relate well to other people
- Recent research shows that, even in highly technical jobs, success or failure is determined more by human relations skills than by technical proficiency

Powerful communication skills can propel you along the path to career success and personal achievement. They can lead to promotions, to working more effectively with your boss and co-workers, to building better relationships with the important people in your life and to establishing your leadership potential.



On-site training and keynote speaking ...

We can deliver this workshop 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.



What our attendees say ...

"I would highly recommend this seminar. I've learned a lot about communicating and plan to review my communication methods and improve areas that need improvement."

– Joyce A. Puch, Accountant
Programmed Insurance Marketing, Inc.

"Touched on a wide variety of communication skills. Very helpful in dealing with different personality types."

– Debra Beste, Pharmacy Manager
Wal-Mart

"The seminar was very eye-opening. I now realize what is involved in true communication."

– David Conrad, Warehouse Manager
Winwell Distribution

"This was very useful in building good communication skills. It offered several techniques in attaining the desired result(s) for several business settings. Very good!"

– Mike Hewkin, Maintenance Planner
Integram – St. Louis Seating

"This is an excellent tool in assessing your audience and determining how to communicate with different personalities effectively and professionally."

– Robert D. Moran, Jr.
Integrated Product Team Leader
Boeing Defense & Space Group

"I found How to Become a Better Communicator to be helpful to me in the areas of clarity and assertiveness. It has turned my weak areas into areas of opportunity."

– Sharron Williams

4 lifelong benefits you'll gain from attending this workshop

1. *You'll learn practical, proven techniques for communicating effectively with all types of people.*

Let's face it—dealing with others isn't always easy.

In fact, if you're like most people, it's one of the biggest day-to-day challenges you face. We'll show you just how to meet the challenge and be more successful with all the people you interact with. You'll be able to build stronger and better relationships with your work associates (including clients and customers, peers, co-workers and bosses) and the important people in your personal life.

2. *You'll improve your prospects for career and financial success.*

A study published by the Carnegie Institute of Technology reports that 15% of financial and career success is due to technical competence and 85% is due to interpersonal skills. Your promotability and opportunity for long-term financial success hinge to a great degree on your ability to communicate effectively with people. Isn't it worth just one day of your time to gain the vital interpersonal communication skills that can reward you for years to come in increased career and financial success?

3. *You'll sharpen your leadership skills.*

The hallmark of effective leadership is the ability to get people to do things ... and the only way to get anyone to do anything is by making them *want* to do it. We'll show you how to use this fundamental principle to win the help and support of the people around you.

4. *You'll project a more confident, more polished and more professional image.*

Nothing says more about your competence, confidence and professionalism than your human relations skills. Your ability to communicate effectively with people in a variety of settings and situations is the most important business skill of all. Those who are recognized as both technically skilled and skilled at dealing with people enjoy the recognition and respect of everybody.

Ready for the benefits that more powerful interpersonal communication skills can bring? Reserve your place in this fascinating seminar by calling us toll-free at **1-800-873-7545** or online at **www.skillpath.com**.



Your satisfaction guaranteed!

Your complete satisfaction is important to us. If you're dissatisfied for any reason, let us know right away—we'll issue you a refund or arrange for you to attend another SkillPath program. It's that simple.

Workshop Agenda

Program Hours: 9 a.m. – 4 p.m.

How to create rapport, build trust and establish your credibility

- Learn the secret to quickly establishing rapport and conversing easily with new acquaintances
- Do others see you as trustworthy? How to ensure that your words and actions tell others you're a credible, reliable professional—a person who can be *counted on!*
- How to break the ice and get a good conversation going, even with a total stranger
- How to be immediately accepted into any group of people, even if you seem to have nothing in common with them
- How are your mouth management skills? It's vitally important to your credibility that you know how to keep confidences *confidential* and secrets *secret*
- Concrete steps you can take to increase the level of trust, cooperation and support from your co-workers, your employees and your boss
- How to avoid sending contradictory or confusing signals about yourself

Making an impact—how to have power and influence with people

- Why it really does matter whether or not people like you—and how to make it happen
- The 3 things you can give away that will return you the loyalty, devotion and friendship of others
- A sure-fire way to make enemies—and how to avoid it
- The secret of Socrates—how to get others to see your point of view with the gentle method that has worked wonders for more than 2,000 years
- The 15 vital interpersonal skills shared by influential people—how do you measure up?
- Understanding the 6 major components of personal charisma—and what you can do to further develop these qualities in yourself

Clear and assertive communication skills

- Never be put on the spot again! You'll learn how to think on your feet when challenged with a difficult or negative question
- Learn the 9 steps of assertive communication that will put power and confidence in your words
- 3 easy-to-use assertive listening techniques that will make *all* your communications more effective
- Should you respond to a put-down? Yes! You'll learn how to effectively handle put-downs, slurs and insults
- Learn positive techniques for delivering constructive feedback to co-workers, employees—even the boss
- When you're on the receiving end—how to accept and learn from negative feedback without becoming hurt or angry
- How to handle being criticized in front of others

Communicating with difficult people and in tough situations

- How to recognize the 7 most difficult personality types and how to deal with each
- The 6 basic steps for dealing with all negative behavior
- Special strategies to use when the difficult person is the *boss*
- How to practice your new communication skills in low-risk situations
- A fail-safe strategy for keeping a disagreement from escalating into an argument
- Understanding how your thinking style affects your ability to handle difficult people and situations
- How to say “No” without feeling guilty or causing resentment
- How to deal with your feelings of anger and helplessness when dealing with difficult people and unreasonable behavior
- How to handle malicious gossip and backstabbing in a way that preserves your credibility and dignity



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Locations and Dates . . .

How to make an unforgettable, positive first impression

- How to use the first 4 minutes to make a dynamite impression on anyone you meet
- How to correctly “set the stage” for every interaction
- How you can avoid the most common blunders that create a negative impression
- Recognizing the single biggest factor that determines whether or not people take you seriously
- How using what Dale Carnegie called “the sweetest sound in any language” makes you someone people remember
- 3 ways you can demonstrate that you’re a positive and self-confident professional

Business etiquette—professional polish that shows

- The 6 basic rules of business etiquette—ignore these at your peril!
- Recognizing and eliminating unconscious sexism from your speaking and writing
- Business introductions—whom do you present to whom? Should you stand? What’s the most appropriate greeting?
- Important etiquette tips to remember when interacting with your boss
- No matter where you work, there’s one point of protocol that you must know!
- How to handle the many etiquette questions that still arise about the sexes working together: Who pays for lunch? Who opens doors? What about shaking hands? You’ll learn up-to-date ways of dealing with these and other questions in ways that make everybody feel good.



IT'S EASY TO ENROLL!

ONLINE: Enroll online at www.skillpath.com

BY PHONE: **1-800-873-7545**

BY EMAIL: enroll@skillpath.com Please include: Name and mailing address, session you wish to attend, your VIP number as it appears on your mailing label, approving manager and billing information

**BY MAIL
OR FAX:** SkillPath Seminars, P.O. Box 804441
Kansas City, MO 64180-4441
Fax: 1-913-362-4241

Cancellations and substitutions. Cancellations received up to five working days before the seminar are refundable, minus a \$10 registration service charge. After that, cancellations are subject to the entire seminar fee, which you may apply toward a future seminar. 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.



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