



A one-day seminar focused on the most vital business skill of all ...

# ASSERTIVE COMMUNICATION SKILLS FOR WOMEN

*Learn the techniques and strategies you need to get your point across confidently and effectively and get the results you want through others*

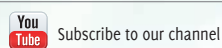
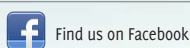
## DISCOVER HOW TO ...

- ◆ Project a more credible, self-assured communication image
- ◆ Express your opinion with authority—and tact
- ◆ Handle conflicts and confrontations with dignity and control
- ◆ Stand up for yourself and your ideas
- ◆ Persuade others to see things your way
- ◆ Give and receive criticism
- ◆ Demonstrate grace under fire
- ◆ Speak with greater ease in meetings and presentations
- ◆ Make positive first impressions and develop rapport
- ◆ And much more. See pages 4 – 5 for a complete outline of the day.

WE'RE COMING TO YOUR AREA ...

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

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Women who know how to present themselves as confident, effective communicators enjoy a huge advantage in business. In fact, the ability to get your point across clearly, diplomatically and assertively affects your success more than *any other skill on your résumé*. From disarming aggressive people and defusing heated conflicts to getting heard in meetings and thinking on your feet under pressure ... the polished communicator knows how to handle herself in every business situation to get things done and get what she wants.

## COMMUNICATION SKILLS: Are they a key frustration or the secret to your success?

### 10 WAYS YOU'LL BENEFIT

#### You'll learn ...

1. How to stop sitting on the sidelines in meetings and start making valuable contributions
2. How to reach agreement in negotiating situations, easily and consistently
3. How to eliminate weak speech patterns, habits and mannerisms—and instantly improve your credibility
4. How to persuade others, win support and get people on your bandwagon
5. How to give criticism with tact and receive it without getting your feathers ruffled
6. How to say “No” to unfair requests or demands
7. How to defuse tense conflicts, confrontations and verbal wars
8. How to get the credit you deserve for your work
9. How to voice your opinions without causing bad feelings between you and others
10. How to verbally stand up to angry people, steamrollers and those who challenge your authority or put you down

Many women are sometimes reluctant to voice their opinions, ask for what they need or stand up for themselves—because they don't want to come across as pushy or jeopardize important relationships.

Consequently, they feel invisible in meetings and groups ... powerless in their day-to-day dealings with people ... and frustrated when they're not taken seriously.

That's where *Assertive Communication Skills for Women* comes in. Designed exclusively for women, this seminar will give you the courage and skills you need to express yourself more effectively ... communicate more confidently ... and excel in every aspect of your job.

### *Add “power communication” to your existing skills and raise your profile in your organization*

This empowering seminar is your opportunity to break out of your existing communication image, create a powerful new one and earn greater respect as a valued contributor in your organization.

It's an intensive course unlike any other that will immerse you in the high-impact techniques accomplished communicators use to gain cooperation, lead, solve problems, motivate and more.

You'll learn the root causes of weak communication and how to overcome them. You'll uncover the traits all assertive communicators share and how to make them yours. You'll unlearn some common habits that can sabotage your success and learn new ones that will accelerate your progress.

And that's just the beginning. You'll also find out how to harness a more dynamic voice, body language, vocabulary and gestures ... develop your listening skills ... confront uncomfortable situations, handle difficult personalities, defend yourself and your ideas and so much more.

In fact, the entire program will be devoted to giving you the communication skills and insights that are key to getting results through people and that will positively impact your career path.

Simply put, this single day of training is the best, fastest and most convenient way for busy women to substantially improve their communication skills—we guarantee it! To enroll, call **1-800-873-7545** or on-line at [www.skillpath.com](http://www.skillpath.com).

### What's your communication style?

Check which statements below describe your communication style. If you check even a few, attending this seminar will give you the confidence and skill to speak directly and effectively in every business situation.

- I don't ask for all of the resources I need to do my job

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- People tend to overlook what I say in meetings

---

- I am sometimes interrupted by others

---

- I have doubts about my ability to handle conflicts

---

- I am sometimes caught off-guard by aggressive people

---

- Men do all the talking and I can't get a word in edgewise

---

- I am never sure what to say when asked to make impromptu comments

---

- I feel uncomfortable talking about my contributions or taking credit for them

---

- I get defensive when others criticize me

---

- I occasionally regret what I say—or say things that others misinterpret

---

- I often have something to say, but don't speak up

Are your  
communication  
skills holding  
you back?

## A SPECIAL MESSAGE ...

*Dear Woman Professional,*

I strongly believe that knowing the skills of assertive communication can have a significant impact on your professional life.

You'll be able to deal directly with difficult people and situations. You'll know how to get what you need to do your job—on your terms. You'll respect yourself—and feel more confident. Your new communication ability may even be a catalyst for positive change in your personal life as well.

Fortunately, communicating in a way that says "I'm a professional" is a skill you can learn—like playing tennis or speaking a foreign language.

That's what this seminar is all about—to teach you how to overcome the special communication challenges you face as a woman and equip you with new skills that will make you more effective in the workplace.

Spend just one day with us and you'll get up to speed in all the essential communication skills that are vital to your success. You'll learn how to:

- ◆ Speak up for yourself
- ◆ Voice your opinions
- ◆ Give and receive feedback
- ◆ Say "No" without guilt
- ◆ Get *more* of what you *want* out of every interaction

Plus, you'll gain many "how-to's," take part in useful exercises designed to build your ability fast and learn from the experiences of other women who've faced the same challenges you face.

We've taught thousands of women in every job at every level of the organization these skills—and we know you can master them too. Don't miss this opportunity—call **1-800-873-7545** now to reserve your space.

Sincerely,



Theresa Morgan  
Vice President, SkillPath Seminars

**P.S.** *It's never too late to polish your communication style and enjoy new respect in the workplace. To learn skills that'll benefit you throughout your career, call **1-800-873-7545** now.*

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

## YOUR ASSERTIVE COMMUNICATION SKILLS FOR WOMEN

# SEMINAR AGENDA

### *Project a communication image that commands respect*

- ◆ The principles of polite but powerful communication—how and when to use them
- ◆ Assess your communication style: Is it working for or against you?
- ◆ Avoid common communication mistakes that hold women back
- ◆ Gain the assertive woman's secret to speaking up without seeming pushy
- ◆ Forget what you learned as a child—learn to ask for and get what you want

### *Harness the tools of results-oriented communication*

- ◆ Identify and eliminate unconscious speech habits and mannerisms that weaken your message
- ◆ How to control your body language—and how others perceive you
- ◆ The language of power—how to speak it to sell yourself and your ideas
- ◆ When, where and how to practice your new skills—and keep them primed

### *Handle conflicts, difficult people and confrontations with composure*

- ◆ How to neutralize volatile work conflicts before they get out of hand
- ◆ Dealing with out-of-control people—without adding fuel to the fire
- ◆ Are verbal bullies a problem? You don't have to put up with them!
- ◆ How to stop tears, anger and other inappropriate emotions—in an instant
- ◆ How to turn down excessive or inappropriate requests without feeling guilty

### *Use listening skills to your advantage*

- ◆ What your ability to listen has to do with your personal power
- ◆ How to tactfully, but firmly, interrupt long-winded talkers
- ◆ Astonishing ways silence can open communication channels
- ◆ How to decode nonverbal signals—and predict people's behavior
- ◆ Exactly how to get others to listen to you

### *Persuade, negotiate and achieve power over people*

- ◆ The most common areas of concern for women in high-stakes negotiations
- ◆ Changing how even the most stubborn people think to win them over
- ◆ We all want win-win solutions—but what does it take to find them?
- ◆ What to do when the other person keeps saying "No"



ANOTHER  
GREAT REASON  
TO ATTEND ...

#### ***Your trainer Yvonne Brown or Cara Lane***

Yvonne and Cara are superb teachers who bring to their seminars enthusiasm for their subject and a genuine eagerness to help women gain the skills they need to be assertive, effective communicators. With humor, understanding and a presentation loaded with practical tips and real-life examples, you'll go back to work with new insights and skills you can put to work right away in every area of your life.

*One day is all it takes to  
gain these lifetime  
communication skills*



**BROUGHT TO YOU BY SKILLPATH—**

***The Smart Choice®* for people serious  
about success**

SkillPath trains thousands of achievement-oriented professional women like you every month, from organizations of all sizes and all types—business, government, health care, education and the military. Our seminar leaders are a select group of trainers at the top of their profession—skilled teachers with a tremendous depth of knowledge in their respective topic areas. Our commitment to providing you with the highest-quality learning experience possible has made SkillPath the fastest-growing training company in the world. Attend this seminar and experience for yourself the positive effect of powerful ideas, skillfully presented.

***Say it with tact***

- ◆ The assertive “No”—how to say it without explaining
- ◆ When others criticize you, don’t get mad—develop your “assertive response”
- ◆ Get comfortable giving criticism that is useful—not hurtful
- ◆ What *not* to say in the sticky situations that cause women the most headaches
- ◆ How to be at your communication best when asked to give impromptu talks

***Get your point across in meetings  
and before groups***

- ◆ A quick primer on how to stand out—for the right reasons—in meetings
- ◆ Calming down before making a big presentation—tips that work
- ◆ A sure-fire way to deal with people who interrupt you
- ◆ How to hold your own in meetings where men do all the talking
- ◆ You’ve developed your presentation—now here’s how to beef it up
- ◆ “How-to’s” for making impromptu remarks and handling unexpected questions

***Start conversations, build rapport and leave  
a positive impression***

- ◆ Having trouble connecting with people you meet? Problem solved!
- ◆ You’ve only got 3 seconds ... how to make a million-dollar first impression
- ◆ How to change your internal dialogue and present yourself as a power player before higher-ups
- ◆ The most important rule to follow when networking

**PROGRAM HOURS**

*9:00 a.m. to 4:00 p.m.*



**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.

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

# WHAT OTHER WOMEN ARE SAYING ABOUT ASSERTIVE COMMUNICATION SKILLS FOR WOMEN ...

*"I enjoyed this workshop. It has taught me to be a better listener, be more assertive—and it raised my self-esteem!"*

—Karen Washington  
BASF Corporation

*"I left this workshop with a greater knowledge of myself and what I need to do to make myself better."*

—Jennifer Ceccarelli  
Litman/Gregory Asset Management

*"I discovered a few things about myself and why I act the way I do—and how to deal with my feelings, change behaviors and stand up for ME!"*

—Erin Haug  
SaskTel

*"Some eye-opening information. Lots of insight and techniques to consider and implement in both work and personal relationships."*

—Janet Seymour  
Pollard Banknotes

*"The workshop not only promoted discussion on subjects that many times go unsaid or are off-limits, but also created a safe, relaxed environment."*

—Paula Borek  
Wheels, Inc.

## WE GUARANTEE RESULTS!

If you're not happy, we're not happy. Go back to work and apply the new techniques you learned in our seminar. 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 seminar without paying another penny. That's our guarantee!

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

## 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 seminar qualifies for 6 CPEs. Previous work experience and/or background knowledge should be obtained before attending this seminar. Program level: Intermediate. For more information regarding administrative policies such as complaint and refund, please contact our offices at 1-800-873-7545.

## SKILLPATH'S CONTINUING SUPPORT

We don't just stand behind our seminars, we stand behind *you*. If, after attending the seminar, you're faced with a communication question 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 seminar. Our registrars will greet you, assist you with your registration (or collect your Express Admission Ticket), hand you your seminar 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 seminar 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 program ...*

- 1. Our trainers are the best ... period.** We choose only the pros who have a proven track record of training 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 six short hours, 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 seminar with specifics you can apply immediately. And you won't go home empty-handed. You'll leave this workshop with a Certificate of Attendance; a soundly researched, unabridged workbook; and step-by-step guidelines for using the information you've just learned. We promise you'll get results your very next day back at work.
- 4. The value is unbeatable.** Not only is our enrollment fee among the lowest you'll find, 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 seminar to make sure you're happy *after* the seminar. Pertinent, up-to-date information you can really use, a convenient meeting location, seminar registrars who are courteous and helpful and a trainer who grabs your attention and takes 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?



YES, I can't wait to attend ...

# ASSERTIVE COMMUNICATION SKILLS FOR WOMEN

Project a communication image that commands respect

## DISCOVER HOW TO ...

- ◆ Project a more credible, self-assured communication image
- ◆ Stand up for yourself and your ideas
- ◆ Demonstrate grace under fire
- ◆ Speak with greater ease in meetings and presentations
- ◆ And much 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

**By fax:** 1-913-362-4241

**On-line:** [www.skillpath.com](http://www.skillpath.com)

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**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.

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

Ms. \_\_\_\_\_ Title \_\_\_\_\_  
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 \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
City, State, ZIP \_\_\_\_\_  
Telephone \_\_\_\_\_ Ext. \_\_\_\_\_  
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### Mailing information Please fill in the spaces below with the information that appears on your mailing label.

Your Preferred Customer Number: \_\_\_\_\_  
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### Payment information (Please pay before the seminar):

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

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Mail to: SkillPath Seminars, P.O. Box 804441, Kansas City, MO 64180-4441  
Check # \_\_\_\_\_ Check amt. \_\_\_\_\_ Card number \_\_\_\_\_  
 Purchase order attached: # \_\_\_\_\_ Expiration date \_\_\_\_\_  
 Invoice my organization  
Attention: \_\_\_\_\_ Signature \_\_\_\_\_

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

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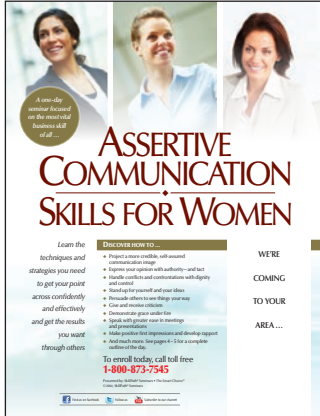


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Time-Sensitive Material



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*A one-day seminar focused on the most vital business skill of all*

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