

A Highly Interactive 2-Day Workshop

How to Communicate with Tact and Professionalism

Become a polished, persuasive communicator and
express your thoughts and ideas with clarity and diplomacy

Ever wish you could ...

- Tailor your message to achieve complete buy-in on your ideas and proposals?
- Disarm others' "hot buttons" and put people at ease — even in the heat of an argument?
- Win arguments without losing friends?
- Maintain your composure and control — even when someone is right in your face?
- Decode body language to understand what people are *really* saying?
- Improve your nonverbal skills for added emphasis?
- Deliver razor-sharp instructions that get things done — without coming off like an annoying perfectionist?
- Become so persuasive that your requests are rarely denied?

This training will show you how.

Practice makes perfect ...

This course includes dozens of interactive exercises designed to drive home the skills you learn. Not only will you discover new ways to improve your interpersonal communication skills — you'll also have the time to practice and apply these skills in "real life" situations.

You won't just *know more* after attending this workshop — you'll *be a better communicator*.

Reserve your spot today!

www.careertrack.com ■ 1-800-556-3009



What's the one skill that can help you scale the career ladder faster than any other?

Look around you. The true leaders in your organization are the people who share a particular skill: the ability to communicate effectively.

Coincidence? Hardly. Experts now agree that the movers and shakers who climb the corporate ladder fastest are the ones who can relate easily to everyone ... present their ideas with conviction (and charisma!) ... and emerge from almost every personal interaction on a high note.

Anyone who really wants to succeed can acquire these skills ...

Upbringing, education, and talent aside — all good leaders share the same quality: superior communication skills. Through observation, trial and error, or schooling from mentors, they've mastered the art of "connecting" with people in ways that almost always yield positive results ...

- They realize that diplomacy works far better than brute force.
- They know how to help people "get it" the first time.
- They can empathize, and they know how to get the support they need.
- They don't waste time rehashing instructions or entering into arguments that go nowhere.
- They listen first and act second — not the other way around.

After 2 days of coaching, practice, and critiquing, you'll emerge a far more powerful communicator.

We'll demonstrate and drive home the essential skills you need to become a more polished, persuasive communicator. You'll gain insights into everything from making a good impression ... to motivating people ... to intervening in tense situations.

The training will be fast-paced, full of variety, with lots of information exchanged. To make everything you learn relevant — and to help make it stick — we'll use a combination of proven adult training methods, including ...

Trainer-led coursework

Your leader is an experienced communication training coach — a skilled facilitator whose 2-day goal is to equip you with the know-how and confidence to express yourself the best way possible in all situations.

Exercises and discussion

Collaborative learning (sharing your experiences, listening to your peers, working together to arrive at solutions) is a highly effective way to gain — and convey — knowledge. The exercises and discussions you'll take part in will bring to life the principles and practices you'll need to master as an effective communicator.

Situational practice

"Learning by doing" sharpens any newly acquired skill. Practice drills let you put your new skills to the test by applying them in real-world scenarios. You begin to see how things work, where you need more coaching, what the results look like. Whether you choose to be an observer or a participant, these practice sessions are a key part of your total 2-day learning experience.

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Learn techniques that will add to your influence as a leader, lobbyist, or arbiter

How would colleagues rate your communication skills?

Ask yourself ...

- What's your success rate in settling disputes?
- Is it easy to get people to see things your way?
- Do your ideas and requests regularly get shot down?
- Are your instructions and feedback met with enthusiasm — or do they fall on deaf ears?
- Do you interact easily with difficult or stubborn people?

You can almost always trace a failure in one or more of these areas to ineffective interpersonal skills.

Perhaps you come across as too weak ... or too strong. It could be you simply don't know the right buttons to push to get the results you want.

Regardless of your current communication skills, you will learn advanced strategies that will help you enlist the support you need ... deal with overly aggressive people ... and cut through red tape to get your projects approved.

This workshop provides an impressive array of powerful communication skills, techniques, and strategies you can call on to help you in any situation.

These sophisticated yet simple-to-use skills will give you an edge over those who rely solely on raw talent or gut instinct to connect with others.

Good interpersonal skills are worth their weight in gold.

What makes them so valuable?

In this do-more-in-less-time world, it's paramount that your message persuades people to act *the very first time* they see or hear it.

This 2-day workshop will provide you with the know-how and confidence to ...

- Calm people down, without embarrassing them or subjecting yourself to their abuse
- Apply proven sales techniques to get your projects approved
- Polish and perfect every document you write

- Identify others' strengths (and weaknesses) and use them to your advantage
- Use body language to reinforce a message

Effective communicators are masters at using all the resources available to them.

Knowing which interpersonal tools to use — and when to call on them — can make the difference between winning respect and being ignored.

Have you ever "lost it" at work?

One emotional outburst is all it takes to brand you as arrogant, hysterical, or worse. If you're inclined toward letting people know how you feel, the techniques in this course can help you respond to any situation with diplomacy and tact. Nothing says more about your character than "grace under pressure."

More than half of your message is nonverbal.

Effective communication is not just about the words you use — it's about "reading" the other person and knowing the right way to deliver your "pitch."

The ability to link body language with the message is the hallmark of an effective communicator.

This workshop will teach you how to use nonverbal communication to reinforce your message, put others at ease, avoid mixed messages, and achieve a positive outcome — even in conversations with bullheaded or reluctant people.

After 2 days packed with one great idea after another, you'll leave amazed at your new skills — and eager to apply everything you've learned. Guaranteed.

DAY 1 – COURSE CONTENT

Becoming an exceptional listener ...

- How to grasp what is not being *said* — but *implied*
- The advantages of withholding judgment until the end of a situation
- Easy-to-use reminders that fix your attention on the speaker
- How and when to use open-ended, closed-ended, curiosity, and clarifying questions
- “Charging Rhinos” — how to stop them from dominating conversations
- Specific techniques to reach poor listeners

Tailoring a message to fit your audience ...

- How to break up your message into manageable pieces for maximum impact
- Different strategies for different audiences (staff members, peers, and supervisors)
- Specific language that prevents mixed messages
- Why you must anticipate what your audience wants — and know how to provide it

Using nonverbal communication ...

- How to complement your message with nonverbal communication
- Ways to interpret nonverbal behaviors for a deeper understanding of what's being said
- How to make sure your verbal message is consistent with your nonverbal message

Maintaining emotional control ...

- Red flags that warn you conflict is brewing, and how to prevent further escalation
- How to calm down hotheads and quiet angry tempers — without losing sight of the issues at hand
- Time out! — and other tips to keep yourself in check if you ever feel you're “losing it.”

Staying focused on the present ...

- How to move any conversation out of the past and into the here and now

- “Positive language” to steer a conversation in the right direction
- The one “must do” to get others to join in and build on your ideas
- Techniques to move past “would-haves” and “should-haves” to discuss what's really happening

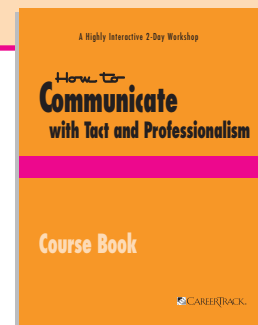
Understanding how your behavior influences others ...

- How to fix situations — not people
- The value of challenging familiar routines and behaviors
- Weather the storm: specific techniques to help you stay cool under fire
- How to uncover hidden agendas, influence outcomes, and overcome conflicts

Giving and receiving feedback ...

- How to evaluate criticism — what to take to heart, what you can safely ignore
- Ways to handle unjust criticism and rejection
- The kind of feedback to use for the fastest results

Comprehensive course book makes sure everything you learn goes home with you ...



Your tuition includes a convenient summary of the key points you'll learn throughout the day.

It simplifies note taking ... makes following along easier ... and will serve as a trusty “memory jogger” if you ever need it later on.

DAY 2 – COURSE CONTENT

Writing for impact and clarity ...

- How to enhance your credibility through well-crafted memos, letters, and e-mails
- The art of delivering a *reader*-centered message (instead of a *writer*-centered one)
- The best way to convey rejection and other bad news — and still come out looking good
- Powerful writing techniques that persuade people and affect outcomes
- Final edits that can add prestige to all your documents

Connecting with different types of people, from boss to spouse ...

- How to interact more effectively with your supervisors — especially your immediate boss
- How to successfully handle a tirade
- Ways to deal with bullies, liars, and other difficult people

Communicating in a diverse environment ...

- A look at diversity in the workplace — how to keep differences in age, sex, race, and culture from hindering communication
- The key to staying focused on outcomes instead of stylistic differences
- Advantages of considering out-of-the-box ideas
- Tips to help you overcome strong emotional responses to cultural collisions
- Basic business etiquette: how old-fashioned manners can often solve workplace differences

Boosting your “power of persuasion” ...

- The first deadly sin of communication — how to resist the temptation
- How to get the support you need for your projects and proposals
- The best way to use stories, case studies, and other anecdotal information
- Tips to achieve complete buy-in
- How to sell the benefits

- Dynamic openers and closers
- Why you should build a “trust account” — and when to draw on it
- “Stealth” communication techniques that go unnoticed but get results

Framing your message in the positive ...

- The best way to frame an unwelcome message
- How to say “no” without feeling guilty or upsetting the other person
- The infectious synergy of positive thinking

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Guaranteed Results!

All of our seminars are **100% SATISFACTION GUARANTEED!** We’re confident that this workshop will provide you with the tips and techniques you need to be a more polished, persuasive communicator. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your workshop attendance stating the reason you were not satisfied, and we’ll arrange for you to attend another one of our seminars or receive a full refund — *hassle-free*.

On-Site Training Solutions



Get the Results You're Looking For!

Bring our powerful, high-impact training programs to your organization and show your employees that you're serious about their professional growth and achieving critical organizational goals and objectives.

Choose From Over 150 Courses!

From management development to customer service, our comprehensive library of courses provides a learning experience that is engaging, interesting, and intriguing!

Tailor the Training to Meet Your Specific Needs!

We'll help you choose the appropriate courses for your organization and tailor each one to address your specific goals, issues, and scheduling concerns.

Maximize Your Training Budget!

On-Site Training allows you to train work groups, teams, and entire departments for less than the cost of traditional public seminars or other training options.

Give your staff the skills, knowledge, and confidence they need to meet tough workplace challenges head-on, realize their full potential, and perform at their peak.

For a free consultation, visit us online at
www.careertrack.com
or call us at 1-800-944-8503 today!

Registration Information

Enroll Today! Hurry, our seats fill *fast*. Guarantee your enrollment and pay your enrollment fee today! A confirmation will be e-mailed, faxed, or mailed to you once your registration is completed. Please make your preference known at time of registration. **Payment is due before the program.**

Express Seminar Enrollment! Please be sure to provide us with your e-mail address or fax number and check the Express Seminar Enrollment box on the registration form. You will receive your e-mailed or faxed confirmation within 48 hours of our receiving your e-mailed, faxed, or mailed registration form.

Program Schedule

Check-in: 8:30 a.m. – 9:00 a.m.
Program: 9:00 a.m. – 4:00 p.m.

Cancellations/Substitutions

You may cancel your registration up to 10 business days before the program. Your registration fee will be refunded less a cancellation fee. If you need to cancel less than 10 business days prior to the program you may 1) send a substitute from your organization or 2) transfer your registration fee to another program of your choice that is scheduled within 12 months of your original event. 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.

Please Note

- We will e-mail, fax, or mail your confirmation to you once your registration is completed.
- You will be notified by e-mail, fax, and/or mail if any changes are made to your scheduled program (i.e., date, venue, city, or cancellation).
- Walk-in registrations will be accepted as space allows.
- Please, no audio or video recording. See your program leader for audio and video program availability.
- Lunch and parking expenses are not included.
- If using a purchase order, please attach it to a completed registration form and mail to us right away.
- You will receive an attractive take-home Certificate of Attendance at the end of the program — great for framing or including in your personnel file.
- Payment is due before the program.


Tax-Exempt Organizations

If you are tax-exempt, enter your tax-exempt number in Section 6 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate to us for payment processing. *Thank you.*

Tax Deduction

If the purpose of attending a CareerTrack program is to help you maintain skills relating to employment or business, expenses relating to the program may be tax-deductible according to I.R.C. Reg. 1.162-5. Please consult your tax adviser.

Continuing Education Credit

 CareerTrack is approved as an Authorized Provider by the International Association for Continuing Education and Training (IACET). CareerTrack awards 1.2 CEUs (12 contact hours) to participants who successfully complete this program. Please verify applicability with your professional board before attending.

Let's Avoid Duplicate Mailings

If you receive duplicates of the same brochure with different VIP numbers, please send the labels to us at P.O. Box 413884, Kansas City, MO 64141-3884. Please indicate which label is correct, and we'll change our records for the very next update. You may receive some duplicates for a while. Thanks!

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Kansas City, MO 64121-9468

1 **YES!** Please register me for the 2-day *How to Communicate with Tact and Professionalism* workshop indicated in Section 5.

2 **IMPORTANT!** Please fill in VIP number as it appears on the address label.

ID#
910349

VIP _____

3 ORGANIZATION INFORMATION

Organization: _____
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 Tele: _____ Fax: _____
 Approving Mgr's Name: Mr. _____ Ms. _____
 Job Title: _____
 E-mail Address: _____ Business Home

4 EXPRESS SEMINAR ENROLLMENT

Please e-mail or fax my confirmation to me within 48 hours.

My e-mail address or fax number is: _____

5 NAMES OF ATTENDEES (Please list additional names on a separate sheet.)

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 Mr. _____
 Ms. _____
 Job Title _____ Event # _____
 E-mail Address _____ Business Home

#2 Attendee's Name
 Mr. _____
 Ms. _____
 Job Title _____ Event # _____
 E-mail Address _____ Business Home

6 METHOD OF PAYMENT (Payment is due before the program.)
 Our federal ID# is 43-1830400 (FEIN).

Please add applicable state and local tax to your payment for programs held in Hawaii (4.16%), South Dakota (5.92%), and West Virginia (6%).

Total amount due: \$ _____

Check # _____ (payable to **CareerTrack**) is enclosed.
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 Purchase order # _____ is enclosed.
 (Attach purchase order to completed registration form.)

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 MO. _____ YR. _____
 EXPIRATION DATE

CARD NUMBER _____
 Card Holder's Name _____
 Tax-Exempt # _____
 Please attach a copy of your Tax-Exempt Certificate for payment processing.

Note: If you've already registered by phone, fax, or online, please do not return this form.



How to Communicate with Tact and Professionalism

Become a polished, persuasive communicator and express your thoughts and ideas with clarity and diplomacy

Is this training for you?

- Do you dread most meetings with your boss or supervisor?
- Do you habitually complete other people's sentences for them?
- Have you ever "lost it" at work?
- Do your "well-thought-out" messages seem to lose their "oomph" when you put them in writing?
- Are you thinking about what you're going to say next — when you should be listening instead?
- When you talk, are you often interrupted, cut off, or ignored?
- Have you ever said the wrong thing at the wrong time — and had no idea how to recover?
- Do you coach ... explain ... instruct ... and people still don't get it?

If you said "yes" to 2 or more, you've got your answer.

Register Today!

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A Highly Interactive 2-Day Workshop

Become a polished, persuasive communicator and express your thoughts and ideas with clarity and diplomacy

Ever wish you could ...
 • Take your message to others completely on your own and get paid?
 • Claim other "hot buttons" and get paid for them — even in the heat of an argument?
 • Win arguments without being harsh?
 • Reveal your company's real value — even when someone is right in your face?
 • Enable busy managers to understand what people are really saying?
 • Improve your negotiating skills for added leverage?
 • Reduce your stress and get things done — without creating all that annoying paperwork?
 • Increase your income and get things done — without creating all that annoying paperwork?
 • Reduce your expenses and get things done — without creating all that annoying paperwork?

This training will show you how ...

Practice makes perfect ...

The more practice you have, the more confident you become. In fact, the only way to practice and apply these skills is "real life" situations.

You won't just learn more after attending this workshop — you'll be a better communicator.

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