Your credibility is on the line every time you communicate.

Introducing 2 intensive days of training guaranteed to help you communicate with professional polish!

How to Communicate
With Tact, Professionalism, and Diplomacy

Learn the secrets to being seen as a polished, influential professional who garners respect and builds positive relationships with ease.

- Are you sabotaging yourself? Habits that could be robbing you of your communication power
- Keys to being a direct communicator without coming across as blunt or uncaring
- Secrets to appearing professional and confident, even when you feel nervous and uncertain
- How to establish instant rapport with someone you just met
- Techniques for “reading” others so you communicate with their needs in mind
- Communicating in conflict: critical considerations that’ll keep you from making a terrible mistake
- Assertiveness techniques that help you get what you want … without alienating others
- Techniques for persuasive communication when you need to get others’ buy-in

And more – see page 4 for your complete workshop agenda

Special Section:
Communicating via Technology

How e-mail and texting have helped … and hindered … communication in the workplace

Enroll online at www.NationalSeminarsTraining.com or call 1-800-258-7246.

This program is part of the STAR12 Unlimited Learning Network. Learn more about STAR12 on page 5.
People judge you by how you communicate.
Learn the secrets to coming across as positive, credible, friendly, and professional ... and watch your results soar!

STOP LEARNING THE HARD WAY THROUGH TRIAL AND ERROR!
The truth is that most of us haven’t had the opportunity to learn the essential communication skills taught in this comprehensive workshop. Instead, we stumble along doing the best we can and sooner or later, we open mouth, insert foot!

You’ve been there, right? Whether you spoke too soon and said something you didn’t mean to, communicated bad news in a way that caused morale to plummet, or found yourself blindsided by a question in a meeting, you’ve undoubtedly been in situations where you said the wrong thing and regretted it later.

We all have. And it’s only because you didn’t have the communication skills you needed to handle the situation more diplomatically. As a result, your work relationships may have suffered in the past, coworkers may have formed grudges against you, and your projects missed deadlines because your people couldn’t get along.

BECOME A HIGHLY RESPECTED, HIGHLY INFLUENTIAL, HIGHLY SUCCESSFUL COMMUNICATOR!
Attend this intensive two-day communication workshop and you can say goodbye to misunderstandings and miscommunication once and for all! Imagine how great it will feel — and how your career will benefit — when you suddenly have the ability to get your point across powerfully but diplomatically, when you’re understood every time you speak, when you’re respected by colleagues for your communication savvy.

Whether you’re a manager, supervisor, sales rep, attorney, technician, or HR professional, the degree of career success you enjoy is virtually dictated by your skills in communicating with others on the job. How to Communicate With Tact, Professionalism, and Diplomacy is guaranteed to help you communicate more powerfully, more diplomatically, and more effectively with every encounter.

Your Guarantee of Complete Satisfaction
Our single, crystal clear objective in presenting How to Communicate With Tact, Professionalism, and Diplomacy is to equip you with the powerful communication skills that will make a real difference in your professional and personal life. The communication strategies, techniques, and tips you’ll learn will improve the results of every exchange you’ll have from now on.

We so firmly believe that this is the best and most comprehensive communication workshop of its kind that we stand behind it with our 100-percent money-back guarantee. If for any reason you are not completely satisfied with the return on your investment, we’ll refund your money in full. Guaranteed!

“"I learned VERY PRACTICAL tips for improving my communication skills.”
— L. Ramtele, Critical Support Analyst

“A very rewarding and challenging seminar. I feel more confident about my newly refined communication skills after this highly effective workshop!”
— L. Norman, Communications Representative

“Insightful and enlightening ... and FUN!”
— Anita Barrett, Case Manager

12 Very Important Ways You’ll Benefit From Attending
1. Say goodbye to misunderstandings and miscommunications that have crippled past working relationships.
2. Diplomatically handle tough situations and difficult people by knowing exactly “what to say when.”
3. Shine in meetings by presenting your ideas powerfully and confidently.
4. Deal effectively — and quickly — with those who challenge or put you down in front of others.
5. Never again find yourself wishing you could take back a statement that just flew out of your mouth.
6. Convey the exact message you intend to communicate through e-mail, voice mail, and fax.
7. Stop the resend, redo, and rework cycle with practical how-to’s that prevent miscommunication.
8. Establish immediate rapport with coworkers, clients, or other professionals you meet.
9. Avoid words and phrases that rob your message of its credibility and brand you as a “lightweight.”
11. Give criticism in a way that promotes positive behavior change instead of creating resentment or anger.
12. Smooth over hard feelings and prevent grudges from being formed with “damage control” tactics.

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Wish you were more articulate during exchanges with other professionals?

Find your team projects suffering communication breakdowns?

Feel angry because someone put you down or challenged you in front of others?

Get cut off in mid-sentence in meetings?

Have difficulty building rapport with new coworkers, clients, or others you meet professionally?

Feel your job would be much easier if people you worked with could get along?

Have a tough time getting others to buy into your ideas?

Envy other professionals who express their ideas with such power?

Dread delivering bad news to employees, supervisors, or others you meet professionally?

Wish your presentations were more polished and professional?

Feel out of control when employees are angry or verbally abusive?

Dread delivering bad news to employees, supervisors, or clients?

Resent it when someone “steals your thunder” in a meeting?

Feel angry because someone put you down or challenged you in front of others?

Butt heads with the same uncooperative person time and again

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**Bring This Training Into Your Organization**

**Communication Is the Most Important Skill of All in the Workplace. So All Your Employees Need This Workshop.**
And we can make that happen ... for a lot less than you’d think!

Now you can train your entire team in the highly effective communication skills taught exclusively in this training – all at the same time.

Bring **How to Communicate With Tact, Professionalism, and Diplomacy** into your organization through the convenience of our on-site training services. There’s no better way to get all your people up to speed on the critical communication skills that will eliminate costly miscommunication errors, ignite stronger collaboration, and build a stronger sense of team spirit throughout your organization ... and that means greater effectiveness and more success.

Better yet – we make it extremely cost-effective to train your entire team, because our on-site services are value priced to ensure every organization can afford to develop their employees’ skills.

Want more information? Give us a call at 1-800-344-4613 or e-mail us at onsite@ruceci.com.

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**Recommended Resources From Our Training Experts ...**

**The Essentials of Communicating Series**
Communication is the one skill that will make or break your career. From presentations to small talk, what you say directly impacts what people think about you! You don’t have room for error. Gain the confidence you need to make the rapport-building impression you want – every time! This skill-building collection delivers can’t-miss secrets for making yourself a strong, confident communicator.

**The Assertive Way – 6 Audio CDs**

**Building Relationships – 6 Audio CDs**

**How to Communicate With Power, Diplomacy, and Tact – 6 Audio CDs**

**Plus, as a FREE Bonus, Powerful Communication Skills**

(20% of a $149 value)

Item No. CP20610 ...
Retail Price: $270
Your Price: $199

To order, call 1-800-258-7246 or see order form on page 7.

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**REGISTRATION FORM**

1. **Enrollment Fees**

   - **Group Discount:** When 3 enroll from your organization, a 4th attends FREE. Group discounts apply to seminar registrations only, and cannot be used for STAR12 memberships.
   - **Join STAR12 – Gold Membership:** $599 $499
     
     **STAR12 Members Attend This Event for FREE!**

     *$499 qualifies you for a Gold-level STAR12 membership, and entitles you to a full year of unlimited FREE access to every seminar in the STAR12 learning collection. Your membership will be activated upon receipt of your membership dues. For more information, visit www.natsem.com/STAR12.

2. **Names of Attendees (Please Print)**

   - Please list additional registrants or a separate sheet and attach.
   - 1. Mr./Ms. ___________________________Title ___________________________
   - 2. Mr./Ms. ___________________________Title ___________________________

3. **Company Information (Please Print)**

   - Please print in case of last-minute changes.
   - Organization ____________________________Address ____________________________
   - City ____________________________State __________ZIP __________
   - Approving Supervisor: Mr./Ms. ______________E-mail Address ____________________________
   - 1. Phone ____________________________2. Fax ____________________________
   - **Sign here**

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**Workshop Schedule**

Program hours: 9 a.m. to 4 p.m.
Registration begins at 8:30 a.m.
Your credibility is on the line
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Special Section:
Communicating via Technology
How e-mail and texting have helped … and hindered … communication in the workplace

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