

Introducing an essential one-day workshop
that delivers the know-how you need to be an
assertive, confident leader ...

KEYE[®]
KEYE PRODUCTIVITY CENTER

Assertiveness ***SKILLS***

for
Managers & Supervisors

COMING TO A CITY NEAR YOU

Communication Essentials for Leaders

As a leader, few skills are as important to your success as your ability to deal with all types of people and situations in a confident, calm, self-assured manner. **Assertive communication is imperative to earning the respect and cooperation of those around you.**

Don't miss this incredible opportunity to give your communication skills the assertive boost that'll help you achieve tremendous results as a leader ... plus send your career soaring!

Attend and learn ...

- How to state your opinions and ideas positively and powerfully
- How to exercise your authority without coming across as pushy
- Techniques for handling chronic troublemakers who make your job more stressful than it should be
- Powerful how to's for delivering news you know your people don't want to hear
- Tips for dealing with people who try to circumvent your authority
- What to do when you're negotiating with someone who won't budge on an issue important to you
- How to be a more persuasive and influential communicator

And much more! See inside for details!

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

Assertiveness Is ESSENTIAL to Your SUCCESS as a Manager

Assertiveness isn't an option for success-minded managers – it's a must-have skill.

That's because as a manager, it's your job to get the best possible results through others day in and day out. To get great results, you've got to be authoritative without steamrolling people ... make your points powerfully without coming across as pushy ... gain cooperation and commitment without being heavy-handed ... resolve conflicts without losing your cool.

*In other words, to be a great manager today,
you've got to be skilled in assertiveness.*

“This seminar gave me a solid base I can build upon to become an effective supervisor.”

– Kevin C. Scanlon
Fullerton Police
Department

“This course gave me a new outlook on my future as a manager.”

– M. Woltmann
Material Research
Corporation

Learn to manage with greater confidence and authority

Assertiveness Skills for Managers & Supervisors is a powerful one-day seminar designed to provide you with the communication essentials you need to manage with greater confidence and authority. Through interactive exercises, insightful discussions, and activities, you'll master people skills and assertive communication techniques guaranteed to give you an edge when you deal with people, problems, and situations that once caused you stress.

Attend, and you'll learn how to ...

- Speak up assertively without seeming pushy
- Handle problem employees quickly and effectively
- Assert your authority without being heavy-handed
- Get the credit you deserve for your ideas
- Encourage employees to bring you solutions – not problems
- Deal firmly and professionally with those who question your authority

Professionally handle problems and problem employees

In just one day of training, you'll find out how to give criticism that motivates improved performance, how to get the results you expect from employees, and how to implement unpopular policies without losing staff loyalty. You'll learn how to negotiate better, so you'll be able to win time, resources, and the backing of upper management for your department.

Plus, this seminar will give you dozens of problem-solving techniques for handling interdepartmental conflicts with tact so that you can reach compromises that are “win-win” solutions for everyone involved. You'll also build solid strategies for protecting your authority as a manager – without making enemies along the way.

Earn the respect and recognition you deserve

Attend this intensive seminar, apply the powerful assertiveness techniques and communication skills you'll learn, and you can become the manager higher-ups will turn to whenever they have challenging projects that can't be trusted to just anyone. You'll be the “go-to” person whose opinion is not only listened to, but actively sought out. You'll be admired by employees, colleagues, and top management alike – and you'll achieve the recognition and respect you deserve.

If you're serious about dramatically improving your managerial effectiveness, put this seminar on your calendar and enroll right now. We guarantee it'll be one of the best career decisions you ever make.

What You Can Expect to Learn:

REGISTRATION BEGINS AT 8:30 A.M. SEMINAR HOURS: 9 A.M. TO 4 P.M.

Manage With Authority

- How to avoid crossing the line between assertive and aggressive behavior
- Discover which of the 3 types of bosses you are with this confidential management survey
- How to exercise your authority without being a tyrant or a taskmaster
- YES! It's all right to show your anger ... here's how to do it constructively
- How to confidently handle complaints and criticism from your peers
- 3 techniques top professionals use to gain the hard-earned respect of higher-ups
- How to use "the buck stops here" management style that's the hallmark of an effective leader

Become a Master of Persuasion and Negotiation

- How to powerfully state your opinion without appearing hostile
- A great way to get even the most unbudging opponent to compromise
- The 1 form of persuasion that employees hate and how to avoid using it
- 3 phrases that will instantly dilute any suggestion you make ... and what to say instead
- How to involve employees in managerial decision-making without inviting them to usurp your authority
- The 4-to-1 rule savvy managers use to criticize employees and get positive results fast
- 5 expert negotiation tactics for handling stonewallers and stubborn bargainers
- 6 vital tips for ensuring that employees will carry out your instructions to the letter

Handle Conflicts and Crises With Confidence

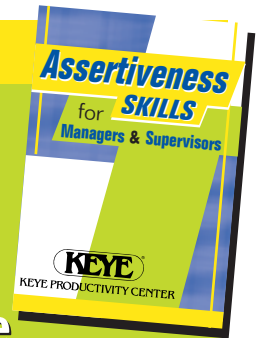
- How to defend yourself without letting your emotions get the best of you
- How to get employees to solve problems on their own instead of bringing them to you all the time
- 3 methods for dealing with aggressive colleagues
- The secret to changing the way you feel about a person or policy you don't agree with
- How to use assertive body language that tells everyone you mean exactly what you say
- The most effective way to cut to the heart of any problem
- How to firmly handle peers who try to exert power over you or your staff members

Gain Support and Dedication From Your Staff

- The professional way to admit you've made a mistake and move on
- How to defend your employees' actions without damaging your credibility
- Step-by-step guidelines for helping your team meet deadlines when the pressure is on
- How to decisively handle chronic troublemakers who destroy worker loyalty and motivation
- 1 of the most powerful employee motivators that many managers fail to use
- How to put an unpopular decision into effect without damaging employee morale
- How to organize a self-sufficient team you can rely on to get things done – even when you're out of the office
- How to avoid stress-induced burnout, frustration, and exhaustion by using superior delegation skills

BONUS!

You'll Also Receive Valuable Materials



When you attend this seminar, you'll get these valuable materials included in the cost of your program ...

YOUR WORKBOOK

This handbook contains all the essential assertiveness skills and assertive communication techniques covered in the seminar, including an 8-Step Problem-Solving Model, a 7-Step Power Counseling Session for Controlling Chronic Troublemakers, tips for Assertive Delegation and a list of Recommended Resources for furthering your knowledge. Your workbook will serve as a valuable reference you'll turn to again and again to refresh your memory on how to assertively and confidently handle even the most difficult supervisory issues.

CERTIFICATE OF COMPLETION

This document is recognition of your determination to improve and hone your managerial skills. Frame it for display, or use it as an impressive addition to your personnel file.

SPECIAL GROUP DISCOUNT: When 3 enroll from your organization, the 4th attends FREE!

How Many of These **FRUSTRATING SITUATIONS**

Have You Faced as a Manager or Supervisor?

Train as a Group and SAVE!

Enroll 3 from Your Organization ... the 4th Enrolls Free
You can multiply the powerful benefits of this seminar by enrolling and learning as a team. We so believe in the strength of team training that we offer you a substantial discount: When 3 enroll from your organization, the 4th enrolls at no extra charge. Learn assertiveness skills together and your organization saves 25 percent, which is an excellent way to get the most for your training dollar.

Training That's 100% Guaranteed

At Keye Productivity Center, we firmly believe that this skill-packed seminar will dramatically improve your effectiveness as a manager by providing you with the essentials of assertiveness and assertive communication. That's why we stand behind this program with our no-strings-attached, money-back guarantee. You must be completely satisfied with the training you receive, or your registration fee will be refunded in full. Guaranteed.

If you're like most managers, you've had some negative experiences in your career – situations you wish you'd have known how to handle more professionally.

Read the scenarios below, then checkmark those you've encountered and those you'd like to handle more assertively and confidently in the future.

HAVE EXPERIENCED	WOULD LIKE TO LEARN HOW TO HANDLE BETTER	
<input type="checkbox"/>	<input type="checkbox"/>	At an executive meeting, you'd like to say a few words about a department project but worry that people won't give your ideas a fair chance.
<input type="checkbox"/>	<input type="checkbox"/>	You back down when dealing with a colleague because he's being so pushy and overbearing that you don't see how you can continue to hold your ground.
<input type="checkbox"/>	<input type="checkbox"/>	Employee morale heads south when you offer criticism.
<input type="checkbox"/>	<input type="checkbox"/>	Work has to be redone because someone didn't follow your instructions.
<input type="checkbox"/>	<input type="checkbox"/>	Employees run to you with problems, expecting you to come up with solutions at the drop of a hat.
<input type="checkbox"/>	<input type="checkbox"/>	Another manager tells one of your employees to do something and doesn't mention it to you.
<input type="checkbox"/>	<input type="checkbox"/>	An employee gives you the runaround when you ask about the status of an assignment that's past due.
<input type="checkbox"/>	<input type="checkbox"/>	You're burned out and overworked because you're not comfortable delegating tasks to others.
<input type="checkbox"/>	<input type="checkbox"/>	A fellow supervisor takes credit for a great idea you had for a company project.
<input type="checkbox"/>	<input type="checkbox"/>	Your team members have been working full-tilt, and you've got to tell them the workload is increasing. Again.
<input type="checkbox"/>	<input type="checkbox"/>	Two employees are always at each other's throats, and you've got a project that will require them to work together closely.
<input type="checkbox"/>	<input type="checkbox"/>	You need help from another department, but the manager you'll have to negotiate with is never cooperative.
<input type="checkbox"/>	<input type="checkbox"/>	Another manager criticizes you unjustly in front of others and you want to defend yourself but are afraid you'll lose control.
<input type="checkbox"/>	<input type="checkbox"/>	An employee constantly questions your authority.

Make the commitment to attend this seminar, and you'll master the assertive management techniques you need to handle these tough situations and many others with confidence.

20 Major Benefits of Attending This Seminar



KEYE PRODUCTIVITY CENTER

After attending *Assertiveness Skills for Managers & Supervisors*, you'll ...

1. Manage with greater confidence and self-assurance.
2. Exercise your authority without coming off as overbearing or aggressive.
3. Handle conflicts and crises calmly and effectively.
4. Get your opinions and ideas across powerfully without appearing pushy.
5. Defend yourself calmly when criticism, complaints, or personal attacks come your way.
6. Deal assertively with chronic troublemakers to improve behavior and performance.
7. Train employees to come to you with solutions instead of problems.
8. Negotiate assertively for win-win outcomes – even with stonewallers and tough bargainers.
9. Give constructive criticism that gets positive results.
10. Receive the credit you deserve for your ideas and your accomplishments.
11. Avoid miscommunication and misunderstandings that can damage working relationships.
12. Delegate assertively to save yourself time and to grow your staff's skills.
13. Exude confidence and credibility through assertive body language.
14. Firmly handle peers who try to assert their authority over you or your employees.
15. Communicate instructions clearly so they're followed to the letter.
16. Make unpopular decisions when necessary – without damaging employee morale.
17. Gain the loyalty and support of your employees.
18. Create a strong, self-sufficient team.
19. Handle your mistakes quickly and then move on.
20. Earn respect from peers and top management alike for your skills as an assertive, highly effective manager.

SPECIAL SECTION:

Train Your Employees to Bring You Solutions Instead of Problems

Managers and supervisors across the country tell us time and again one of their biggest challenges is that employees continually come to them with problems – instead of solutions.

Does this sound familiar? That's why this seminar features an 8-Step Problem-Solving Model. Using assertive communication skills you'll master, you can encourage employees to use this step-by-step method to work through any type of problem or issue they encounter. You'll also find out what you need to do to keep the experience positive while your employees try their hand at problem solving on their own!

BRING THIS TRAINING TO YOUR ORGANIZATION



ON-SITE TRAINING SERVICES:
WORLD-CLASS TRAINING. GUARANTEED RESULTS.

Call 1-800-344-4613 today, and find out how our guaranteed on-site learning solutions can benefit your organization.



Rockhurst University Continuing Education Center, Inc.
On-Site Training & Learning Solutions
The Standard in Training Excellence

SPECIAL GROUP DISCOUNT: When 3 enroll from your organization, the 4th attends FREE!

Check Out Another Powerful Workshop!

Basic Supervision

Give directions that get results. Build a super-productive team.
Make employees eager to come to work.

Supervising people can be a challenge, and inevitably, you will be faced with issues every manager has to deal with: attitude problems, low productivity, reaching performance goals or simply communicating with your team.

This seminar is designed for managers, supervisors, management trainees – anyone who wants to develop and improve their management skills. You will gain the insight necessary to motivate and inspire your employees, build credibility and gain self-assurance as a manager. In turn, you will boost the productivity, morale, and work quality of your team.

Attend this one-day seminar and learn how to...

- Deal with bad attitudes and underachievers
- Discipline and, if necessary, fire employees
- Motivate your staff and increase productivity
- Set goals and implement strategies to reach them
- Improve communication and eliminate misunderstandings
- Develop confidence as a manager

This is essential management training that will give you the basic skills to effectively manage people and performance.

You can enroll for the special rate of \$154
(a \$25 savings) when you also attend *Assertiveness Skills*.
(Attend separately for \$179)

Recommended Resources From Our Training Experts ...

The Assertiveness Video Collection

This information-packed, two-volume set will help you discover the skills you need to handle any situation with the assertiveness and professionalism you need to get more of what you want in the workplace, diffuse potentially explosive situations and people who threaten your success, and ultimately see your career soar!

Volume 1 – Assertiveness Skills

Volume 2 – How to Handle Conflict and Confrontation

Each volume includes: 1 60-minute video, 1 interactive handbook, 1 facilitator's guide and 1 participant's guide

Item No. BKBS126 ... Retail price: \$298

Your Price Only \$149 (You save 50%!) 

**Satisfaction 100%
guaranteed!**

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

To Enroll ...



Register online at
www.NationalSeminarsTraining.com



or call toll-free
1-800-258-7246



or fax the completed registration
form to 1-913-432-0824



or mail the registration form to:
Keye Productivity Center
P.O. Box 419107
Kansas City, MO 64141-6107

REGISTRATION INFORMATION

Our Registration Center is open weekdays from 7 a.m. to 7 p.m. CST. Enrollments taken online 24/7.

GROUP DISCOUNT: When 3 enroll from your organization, a 4th may attend for FREE!

CHECK-IN begins at 8:30 a.m. The workshop schedule is 9 a.m. to 4 p.m. Lunch is on your own.

CANCELLATION. If you cannot attend, you may send a substitute or receive a credit memo toward a future workshop. If you cancel your registration up to five business days before the workshop, your registration fee will be refunded less a \$10 enrollment charge.

CEU: Continuing education credit may be recognized by your professional board. Contact your own board to find out what's required. Call our CEU/CPE specialist at 1-800-258-7246, ext. 3100, if you have any questions. RUCEC is an approved provider of continuing nursing education by the Missouri Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

TAX DEDUCTION. The expense of continuing education, when taken to maintain and improve professional skills, is tax deductible. Please contact your accountant for complete details.

FED ID #43-1576558

REGISTRATION FORM

1. Enrollment Fees:

2. Check all workshops you wish to attend ...

(Please list additional registrations on a separate sheet and attach.)

*Assertiveness Skills 1 Day Basic Supervision 1 Day

1. Mr./Ms. _____ Title _____	<input type="checkbox"/>	<input type="checkbox"/>
E-mail Address _____	<input type="checkbox"/>	<input type="checkbox"/>
City/Event #: _____		
2. Mr./Ms. _____ Title _____	<input type="checkbox"/>	<input type="checkbox"/>
E-mail Address _____	<input type="checkbox"/>	<input type="checkbox"/>
City/Event #: _____		
3. Mr./Ms. _____ Title _____	<input type="checkbox"/>	<input type="checkbox"/>
E-mail Address _____	<input type="checkbox"/>	<input type="checkbox"/>
City/Event #: _____		
4. (FREE!) Mr./Ms. _____ Title _____	<input type="checkbox"/>	<input type="checkbox"/>
E-mail Address _____	<input type="checkbox"/>	<input type="checkbox"/>
City/Event #: _____		

Please send me _____ copies of the Assertiveness Video Collection (Item No. BKBS126) at \$149 each. Add 7% or applicable sales tax to your product payment. Shipping fees are \$5 for first item; \$1.50 for each additional item. Method of payment is indicated in step 5.

3. Company Information

(Please Print) *Phone required in case of last-minute changes.

Organization _____
 Address _____
 Mail Stop _____ *Phone _____
 City _____ State _____ ZIP _____
 Approving Supervisor: Mr./Ms. _____
 E-mail Address _____
 **Fax _____
 **Your fax number will be used to send confirmation of your registration as well as to notify you of upcoming events in your area.

4. VIP Privileges Program – Join Today!

Join our VIP Privileges Program and enjoy exclusive discounts and benefits. We'll fax you and your organization first notice of upcoming events in your area, special discounts up to 50% and offers available to members only.
 Sign here to join _____
 By signing, you and your organization are giving permission for RUCEC to use your fax number to notify you and your organization of upcoming seminars in your area and provide you and your organization with special discounts and offers.

5. Method of Payment

If you have registered by phone, please record your confirmation number here:

Check payable to Keye Productivity Center is enclosed.

Charge to: MasterCard VISA AmExpress Discover Diners Club
 Card No. _____ Exp. Date _____
 Signature _____

Bill my organization; Attn: _____
 (Note: Full registration fee due and payable prior to start of workshop)

Our purchase order is attached (government, educational and health care organizations only)

6. Important: Your VIP Customer Number

□ □ □ □ - □ □ □ □ □ □ □ □ - □ □ □ □ - □ □ □ □ □ □

Fill in your VIP Customer Number as it appears above the name on the mailing label.
 (Record the number even if the label is addressed to another individual.)

SD and WV residents, please add applicable sales tax to your payment. If you are tax-exempt, enter your tax-exempt number here: _____ and attach a copy of your tax-exempt certificate.

Registration begins at 8:30 a.m. Program hours: 9 a.m. to 4 p.m.

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**Few skills are more crucial to your success
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KEYE PRODUCTIVITY CENTER

P.O. Box 419107 • Kansas City, MO 64141-6107
A Division of Rockhurst University Continuing Education Center, Inc.

**Do you have a group of 15 or more that
could benefit from the training described in
this brochure?**

Our On-Site Training services might be
the right solution for you! See page 5
for more information or visit us on the
Web at www.NationalSeminarsTraining.com/
ptionsitetraining.cfm.

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be removed from our list? Please fax the mailing label with corrections to 1-877-270-
6185 or mail to us at 6901 West 63rd Street, Shawnee Mission, KS 66201-1349,
Attention: List. Allow 15 weeks for processing.

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Time-Sensitive Material



VIP #919-118101-001

Also See ***Basic Supervision*** on page 6.