

A two-day workshop for people serious about their professional success

# Communicating With Tact, Influence & Finesse

## Keys to Coming Across Both Powerful and Persuasive

With so much riding on what you say and how you say it, you must have top-notch communication skills. That's where this two-day workshop comes in.

Get the skills you need to be an outstanding communicator and the respect, recognition, and success you deserve.

Communication is the one skill that can make or break any career.

- One misunderstanding and your project goes down the tubes
- Say the wrong phrase and you've hurt someone's feelings
- A missed opportunity to sell your idea and someone else gets the recognition
- Struggling to get things done because you don't have authority but still need results

*Ask yourself ... what are your communication skills doing for you?*



See page 5.

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# Communication. It's the One Skill That Determines Your Success at Work



## Our Promise to You ... Guaranteed

Communication is the number one factor in your success. This workshop gives you the secrets to communicating with tact, influence, and persuasion so you come out ahead with every conversation you have.

We're so certain that you'll see positive results from this training that we guarantee it absolutely. If you're not completely satisfied, we'll refund your enrollment fee in full. **GUARANTEED!**

## There's no easier way to say it. You're in charge of your success. Want a little help?

Nothing can make or break your career faster than ineffective communication skills. Think of all the situations where what you say impacts your effectiveness at work.

In meetings ... impromptu visits from your boss ... presentations ... working with your peers

There are countless opportunities a day where having solid communication skills can be the secret weapon you need to get ahead. From getting your team's buy-in for a new idea to telling someone what they want just can't be done, you must have the ability to communicate with tact and persuasion. It's the only way to create win/win situations that make you the hero.

## What you say and how you say it can eliminate confusion, conflict, and stress at work (if you know how)

If you've ever worked on a project and wondered how in the world it got so off-track, you're in good company. Maybe you've been in the middle of a debate and your project is going nowhere. The stress and frustration that result can really bog you down.

You don't have to struggle with situations like these anymore. The key skills you'll learn at this workshop will arm you with what-to-say-when tips to resolve conflict in a snap ... to ensure you're giving crystal-clear directions every time ... to overcome common barriers to effective communication ... and much more.

## Master the secrets behind influence and persuasion and get what you want from others

Whether you want to persuade someone to your way of thinking or influence a team of executives to green-light a new project, how you communicate to them is pivotal to your success. This workshop uncovers groundbreaking strategies that will help you master the art of influence and persuasion – two communication skills guaranteed to put you in control of every situation you face.

## Get more respect and recognition for your hard work. Enroll for this skill-building workshop today.

The ability to build rapport ... persuade others to your way of thinking ... to get more done through others ... is paramount to your success. If you want more recognition and respect for the work you do, you can't miss this workshop. After all, what you say is what people remember about you the most. Make sure what you say is leaving the impression you want.

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# Top Communication Mistakes: Do You Know Them?

## “Having to” communicate

If you wait until you have to tell someone something, chances are you're too late. Waiting until you have to say something equals a missed opportunity for good communication (and good results).

## Not recognizing how people hear you

You can maximize your communication skills simply by being aware of how you come across to various people and tailoring your message to fit their needs.

## Speaking too quickly

Thinking before you speak is the oldest communication adage in the books. But it will save you embarrassment, stress, and frustration down the line.

## Criticizing

No one likes to be criticized. Nothing closes doors faster. If you want people to respond to you, take time to position any criticism in a positive, helpful light.

## Being insincere

People are all too aware of propaganda these days and that includes what you say. You'll get more respect if you always tell the truth – no matter what.

## Trying to prove that you're right

Getting caught in this ego game will only leave you frustrated and stressed (as well as the folks you're working with). If you're right, simple facts should be enough.

This is just a sampling of the secrets you'll learn for being an effective, influential communicator. This workshop is full of real-world tips and strategies you can use immediately. But you have to enroll to get them.

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## You Say It Best

*“...will definitely enhance my workplace relationships.”*

– S. B. Mims, Trainer

*“One of the most informative and exciting seminars I've been to.”*

– P. Woodrum, Accounting Clerk

*“This is the most engaging training program I have ever attended.”*

– J. Ottariano,  
Recruiter and Manager

*“Active and ALIVE! I enjoyed the entire presentation!”*

– V. Trimble, Safety Technician

*“I learned how to be a more effective communicator and listener.”*

– V. Kauffman,  
Wildlife Habitat Council

*“The course was power-packed with information and practical tips.”*

– T. Blackmon French,  
Receptionist

*“Invaluable!”*

– J. Kelsch,  
Master Product Planner

# Your Workshop Agenda

Workshop Hours: 9:00 a.m. – 4:00 p.m. Registration Begins: 8:30 a.m.

## The Essentials of Effective Communication

- 2 laws behind successful communication
- Communication 101: 4 “must-knows” everyone should have
- The basic components to communicating diplomatically and tactfully
- The most common communication mistakes and how to avoid them

## The Psychology of Communication

- Understanding your audience and how to use what you learn to your advantage
- 3 common types of communication and when to use them
- The Influence and Persuasion SELF Assessment – understanding how others communicate
- How your personal communication style can impact what you say

## The Art of Influence and Persuasion

- Creating a communication strategy and how it will help you achieve your goals
- Types of influencing strategies and when to use each
- 5 guidelines to getting employees up and down the corporate ladder to respect what you have to say

- Discover the secret to skillfully pitching a proposal and persuading colleagues to accept it
- 4 steps behind influence and persuasion and how to make them work for you

## Using Nonverbal Communication to Get Your Point Across

- Learn how to avoid sending nonverbal signals that kill communication
- How to accurately “read between the lines” when a person gives vague or sketchy answers to your questions
- Draw on the proven speaking techniques famous leaders have used to win support and gain attention
- How to effectively use delivery, tone of voice, and body language to maximize your communication efforts

## Overcoming Communication Barriers

- The #1 way professionals damage their reputations when they speak and how you can avoid it
- “I didn’t mean that ...” How to control the damage and gracefully move on when you say something you shouldn’t have
- How to use humor in the workplace without getting into hot water
- Critical considerations you should take before repeating grapevine or unofficial news

## Resolve Conflict With Diplomacy

- How to avoid causing permanent damage to professional relations when you lock horns with peers
- Yes, there is a time and place to express your anger – here’s how to do it without shooting yourself in the foot
- How to defend your viewpoints without creating bad blood between you and others
- Responding to criticism and rejection with tact and finesse
- Handling conflict to achieve a win/win situation for everyone

## Tips for Analyzing and Using What You Hear

- Discover just how accurately you interpret what others are saying in this listening skills activity
- How to strategically use silence to get more information out of a person
- Keep your attention level up and your mind from wandering with active listening techniques
- How to verify what someone is telling you and leave no room for misunderstandings

## Conveying a Professional Image In Writing

- How to write concise proposals, memos, and reports that are easy to read and understand
- Safeguard your reputation by building “added security” into the confidential documents you write
- 15 power words that can add punch and prestige to every document you write
- How to avoid the 10 most common writing errors before they mar your professional image

## Making the Most of Your Personal Communication Skills

- Capitalize on your personal speaking style and project a confident image
- Tips on building rapport with your coworkers and why it’s vital to your success
- Keys to preventing misunderstandings – giving crystal-clear information and feedback
- Find out how filters can enhance or distort communication



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