

*Empower yourself to be a stronger, more respected person.*

**Not sure if you need this workshop?**

See page 3 for an easy quiz that will help you decide if you're ready to change your life!

# ASSERTIVE COMMUNICATION SKILLS FOR WOMEN

**Ever feel like no one hears what you're saying?**

**Worried that if you speak up, people will think you're too pushy?**

You're not alone! Thousands of women have found relief at this can't-miss workshop. You'll get easy-to-use strategies guaranteed to get your message across effectively and confidently.

The **REWARDS** of attending this revolutionary one-day workshop are endless! You'll learn to ...

- **Rethink** outdated stereotypes about how women "should" be to get what they want
- **Redefine** conflict as opportunity, rather than agony
- **Rebuild** your confidence and credibility at work and at home
- **Restore** your ability to communicate with clarity and composure
- **Reward yourself**, your coworkers, and your family and friends when you become the confident, decisive woman you were meant to be

Enroll online at [www.NationalSeminarsTraining.com](http://www.NationalSeminarsTraining.com)  
or call 1-800-258-7246.

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# If your communication skills are lacking, your career (and success) are at risk.

Simply put, assertive communication is the number one factor in your ability to do your job. From getting results through others to speaking up with ideas in meetings, what you say and how you say it is what people remember the most about you.

## Think about it.

- If you say nothing in a meeting, you aren't getting credit for your ideas.
- If you're always saying "yes," you could be overworked and overstressed.
- If you often break down in tears or anger, people rely on you less and your value to the organization is undermined.
- If you never speak up, people will never know what you are capable of doing.

## You'll go nowhere fast.

If you're tired of sitting in silence ... if you worry about saying the wrong thing ... if you feel like a doormat ... if you want to get better results through others with fewer misunderstandings ... THIS COURSE IS FOR YOU.

## Assertiveness is having the self-confidence to be yourself.

Assertiveness training for women is about valuing others and treating them fairly, hearing their opinions and sharing your own. Today's dynamic business world presents immense opportunities, IF you know how to take advantage of them. Assertiveness essentials give you the foundation to calm down, stand up, and speak out.

## Discover practical techniques that work for you and your unique situation.

This is not a one-size-fits-all workshop. It's an information extravaganza! In just one day, you'll be armed with specific tips, tricks, and techniques. You'll be able to incorporate this training easily into the rest of your life. This workshop will help you do just that.

Don't you deserve to get the results you want out of your career and personal life? You're a role model, not just at work but at home. People who have mastered the skill of assertiveness are able to greatly reduce the level of interpersonal conflict in their lives, thereby reducing a major source of stress. This program will help you enjoy life more. You'll learn how to deal with conflict and difficult people ... whether they're coworkers, supervisors, family, or friends.

## Developed for women by women ... it's training you can trust.

Put your fears of criticism and rejection aside ... or better yet, bring them and share them in the workshop. There's nothing we can't tackle together. Ask your questions. Hundreds of women just like you are a testimony to our success.

## Make this bold step today ... it's just the first of many to come.

Still unsure? Can't decide? That's usually a strong indication of how much you need this incredible workshop. It's true - when you leave, you won't be the same woman who signed up. You'll be on the road to greater confidence, less stress, and more honesty. All you have to lose is insecurity.

## KNOW ANYONE WHO COULD BENEFIT FROM THIS WORKSHOP?

Attend as a team and save! Register any 3 women from your organization, and the 4th attends absolutely FREE. It's an unbeatable offer you won't find anywhere else!

# Quick Quiz ...

## Not sure if you really need this program? Find out here!

Review these scenarios from the lives of real women. Put a check mark by the ones you recognize and relate to.

- You've left a meeting silently fuming that you didn't speak up
- After a confrontation with a pushy and overbearing colleague, you come up with the "perfect" response ... too late
- You knew you were right, but you backed down under pressure
- Instead of expressing yourself calmly and rationally, you burst into embarrassing tears
- A colleague takes credit for your great idea ... and frustrated, you let it go
- You've let resentment build and you've just blown up ... often at the wrong people
- You work in a male-dominated environment, and your voice is often lost in the crowd
- Saying "yes" to extra time-consuming requests is a habit you can't break ... "no" just isn't in your vocabulary
- You've accepted unfair criticism without a word
- You're afraid to speak up because someone might disagree or your idea might be rejected
- You avoid confrontation at all costs
- You feel powerless, like your opinions don't really matter

If even one or two situations seem familiar, you'll benefit from the real-world assertiveness techniques featured in this groundbreaking program.

This isn't fast-food advice or "bumper sticker" motivation. You get practical, well-researched techniques to help you become more confident for good, not just for one or two days. You won't be asked to remake yourself ... just rediscover the person you were meant to be. **Don't wait! Sign up today!**

**Great Group Discount:** When 3 enroll from your organization, a 4th attends FREE!

*"Wonderful day! GREAT information!"*

- L. Hedges-Stephens

*"Very invigorating and DYNAMIC!"*

- S. Wilson

*"What a motivator and self-esteem builder."*

- P. Linda

*"I had FUN!"*

- P. Lubin-Tyler

*"Uplifting AND inspirational."*

- P. Green

*"I really liked the idea that this was a 'women's only' event - what a WONDERFUL support system."*

- J. McNamee

*"This was an AWESOME day!"*

- R. Hamilton

## We'll make it even easier for you to decide with our Risk-Free Guarantee of Satisfaction!

With our 100% money-back, no-strings-attached guarantee, you can't lose. We're so confident in the expertise, tools, and techniques in **Assertive Communication Skills for Women** that we'll return your registration fee if you don't immediately find yourself more assured and poised to handle every type of communication situation you encounter.

# YOUR GUIDE TO ASSERTIVE COMMUNICATION: WORKSHOP AGENDA

Workshop hours: 9 a.m. to 4 p.m.

Registration begins at 8:30 a.m.

## 5 More Reasons You Want to Attend This Workshop

Stop wishing, worrying, and regretting! Start enjoying and contributing ...

1. Learn surefire techniques for handling conflict and confrontation with tact
2. Discover how to say "no" without guilt
3. Gain the respect of coworkers, supervisors, and management
4. Practice "power listening" skills that alert you to what's really going on
5. Learn to accept compliments with grace and keep criticism in perspective

**"Super-FANTASTIC and very motivating!"**

– J. Collins

**"Empowering and UPLIFTING."**

– M. Brostol

**"... an EXCELLENT learning experience."**

– M. Novello

### Laying the Groundwork for Becoming an Assertive Communicator

- Hear why more than ever, assertiveness is vital in today's diverse and dynamic workplace, especially for women
- What's your communication style? Build on your strengths and pinpoint your weaknesses
- Don't let them scare you ... learn the vital differences between how men and women communicate
- Explore your personal pattern of communication behavior: In what situations are you likely to be assertive? passive? aggressive?
- Recognize communication habits that are self-sabotaging and hold women back
- Stop confusing assertiveness with aggressiveness ... overcome your irrational fears

### Understanding the Essentials of Assertiveness

- Assertive, passive, aggressive: how to distinguish among them
- Persuasion guidelines ... make your point and get support and buy-in
- How to speak your mind or ask for what you want without seeming pushy
- The importance of "I" statements
- Giving the three-line assertion message
- Techniques for assertive communication: broken record, fogging, workable compromise, and more!

### Polishing Your Unspoken Message: Body Language and Active Listening

- Characteristics of assertive body language and how to use them to your advantage
- Stop sabotaging what you say with inappropriate body language
- How to appear poised and confident even when you're not
- "Listen" for nonverbal messages to hear what people are really saying
- The basics of active and reflective listening and how they will make you more effective
- How listening can help you tailor a more effective response

### Dealing With Difficult Situations, Difficult People, and Conflict

- Tips for saying "no" or refusing a request without feeling guilty
- How to respond to passive or aggressive communication with diplomacy and tact in order to get the results you need
- Recognize when people are trying to manipulate you and know effective tactics you can use to stop them
- How to survive – even thrive – in a predominantly male environment
- Face confrontation head-on and communicate professionally
- Effective responses for disarming disagreeable people, bullies, tantrum throwers, and whiners
- Mars and Venus in conflict: how each gender handles conflict differently – and how to use it to your advantage
- Tips for remaining calm and in control when on the verge of tears or a shouting match

### Communicating Assertively to Persuade and Negotiate

- Say it with style: a concise, step-by-step method of persuasion
- Tips for presenting your point of view in a way that will generate respect
- The importance of working toward a win-win agreement instead of a win-lose "victory"
- Negotiation strategies the pros rely on for success
- Understanding your options when they just won't see things your way

### Excelling in Meetings and in Front of Groups

- Making a dynamic impression that builds your credibility
- How to get a word in edgewise when everyone else is talking fast and loud
- What to do when someone interrupts you
- 5 tips for communicating like a pro in meetings
- Keys to making impromptu comments and answering difficult questions
- How to get your foot out of your mouth when you've made a statement you regret

**Space is limited – don't risk missing out!**  
**Enroll today at**  
**www.NationalSeminars**  
**Training.com or call**  
**1-800-258-7246.**

## Bring our training on-site for maximum results!

Thinking about bringing this workshop to your location? What better way to get everyone working together as a team and growing professionally! Best of all, we'll help you select the right presenter and tailor the program to your unique needs. Our Enterprise Learning Solutions department will work with you to arrange for private, in-house training. You determine the place, date, time, and delivery format for your training.

It's a cost-effective training solution that gets all managers, supervisors, and key personnel on the same page with employee goals and ambitions.

To find out more, call **1-800-344-4613**, e-mail us at **onsite@ruceci.com**, or visit us on the Web at **www.NationalSeminarsTraining.com**.

# Attend Unlimited Seminars for an

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And more!

Purchase your **STAR12 All-Access Pass** today and you can attend **Assertiveness Skills for Women** for FREE!

**"STAR12 is SO worth the money ... you'd be crazy not to take advantage of this offer!"** -L. Steadford, Houston, TX



### HUGE DISCOUNTS FOR GROUPS OF 10+

If you have a group of 10 or more that would benefit from unlimited professional development, give us a call at 1-800-258-7246. We'll show you how to save a TON of money!

### To Enroll ...

  
Register online at  
[www.NationalSeminarsTraining.com](http://www.NationalSeminarsTraining.com)

  
Call toll-free 1-800-258-7246

  
Fax the completed registration form to 1-913-432-0824

  
or Mail the registration form to:  
National Seminars Training  
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 full credit toward a future enrollment. For cancellations made 5 or more business days before the event, you may request a refund less a \$10 enrollment fee. For enrollments made in conjunction with a STAR12 purchase, STAR12 cancellation rules apply – visit the Information Center at [www.NationalSeminarsTraining.com](http://www.NationalSeminarsTraining.com).

**CEUs:** 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.

**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

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 passes.

**The STAR12 All-Access Pass – Only \$299**

**Best Deal!**

Your STAR12 All-Access Pass entitles you to unlimited access to all STAR12 seminars, webinars, online courses, and more for 12 months. Use your STAR12 All-Access Pass to attend **Assertive Communication Skills for Women** for FREE!

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

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

1. Mr./Ms. \_\_\_\_\_ Title \_\_\_\_\_  
E-mail Address \_\_\_\_\_  
City/Event #: \_\_\_\_\_  
2. Mr./Ms. \_\_\_\_\_ Title \_\_\_\_\_  
E-mail Address \_\_\_\_\_  
City/Event #: \_\_\_\_\_

### 3. Company Information (Please Print) \*Phone required in case of last-minute changes.

Organization \_\_\_\_\_  
Address \_\_\_\_\_ Mail Stop \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

**Approving Supervisor: Mr./Ms.** \_\_\_\_\_  
E-mail Address \_\_\_\_\_  
\*Phone \_\_\_\_\_  
\*\*Fax \_\_\_\_\_

**Sign here** \_\_\_\_\_  
\*\*This fax number will be used to send confirmation of your registration as well as to notify you and your organization of upcoming events in your area and provide you and your organization with special discount offers. By signing, you and your organization are giving permission for RUCCEC to use your fax number for these purposes.

### 4. Method of Payment

If you have registered by phone, please record your confirmation number here: \_\_\_\_\_  
 Check payable to National Seminars Training is enclosed.  
 Charge to:  MasterCard  VISA  American Express  Discover  
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)

### 5. 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, CT 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.

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

VIP #919-118101-001

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