

Introducing a groundbreaking day of professional development designed to address the toughest challenges facing women managers and supervisors today ...

Leadership & Management *for Women*

Master leadership essentials guaranteed to take you to a whole new level of success!

This course covers critical skill areas for leaders, including:

- Influence and Persuasion
- Coaching and Team-Building
- Powerful, Assertive Communication
- Dealing With Difficult Employees and Underachievers
- Succeeding in Times of Chaos, Crisis, and Pressure
- Balancing Priorities and Managing Time
- Creating a Great Relationship With Your Boss and Senior Management
- Building Your Leadership Career

And More!



Get unlimited seminars,
webinars, online courses, and more!
See page 6 for details.

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

Become a highly effective, confident leader who inspires others to peak achievement!

Dear Fellow Leader:

We've never met, but you and I have plenty in common. We're women in leadership positions. Despite tremendous advances women professionals have experienced over the years, we still find ourselves facing tough challenges.

We get mixed messages and mixed reactions as we take on leadership roles. And all too often, we get only mixed results when leading others.

That's why I'm eager to share news of an incredible leadership training opportunity for women like us: **Leadership & Management for Women**. Developed by National Seminars Training, this intensive one-day workshop is designed to build on our inherent talents and strengths to help us become more effective, more confident, and more successful.

IN THIS RESULTS-FOCUSED PROGRAM, YOU WILL LEARN ...

- Strategies for effective leadership at all levels — in every situation
- Discipline and feedback skills for improving employee performance
- Supervision techniques guaranteed to earn you cooperation and respect
- Assertive communication techniques to ask for what you need directly and tactfully
- How to sell your ideas in meetings and to the boss
- Tools for handling confrontation and conflict with ease
- Motivation strategies for bringing out the best in your employees
- Lessons and insight from women in top leadership positions

That's just the beginning! You'll discover how to disagree firmly but tactfully without backing down. How to effectively delegate. How to turn around specific unwanted employee behaviors. How to keep your ideas from being drowned out by louder male voices in meetings. Take a look at your comprehensive agenda on pages 4 and 5 to see the array of essential leadership skills we'll cover.

What's more, you'll develop a Personal Action Plan – a road map to put you on the fast track to achieving your leadership goals.

In a relaxed, stress-free environment, you'll learn shoulder to shoulder with other professional women from your area, networking with leaders you'd never have had the chance to meet otherwise. You'll leave motivated and energized, armed with must-have leadership tools guaranteed to make a dramatic, immediate impact on your results.

Don't miss this chance to build your skills fast to become a highly effective, inspiring leader others are eager to follow!

Your partner in leadership success,



Susan Enyeart
Director of Curriculum

P.S. Invest just ONE DAY from your busy schedule, and you'll gain essential techniques and strategies sure to bring you success for years to come. **Make an important career move right now by enrolling at www.NationalSeminarsTraining.com or by calling 1-800-258-7246.**

Are you achieving your full LEADERSHIP POTENTIAL?

Take this quick quiz and find out!

Answer the following questions by circling the box for TRUE, FALSE, or SOMETIMES.

- I have little or no trouble holding my own in meetings with men who are managers in our company. T F S
- Confrontation with an employee or a peer does not ruin my day. T F S
- I excel at motivating employees to achieve. T F S
- Rarely have I had employees misunderstand my instructions. T F S
- I am confident that my peers see me as a credible, effective leader. T F S
- I frequently delegate tasks to employees and feel comfortable doing so. T F S
- Overall, I would say my stress level is low to moderate. T F S
- I can generally resolve conflict quickly and easily. T F S
- When I give feedback, it produces an improvement in employee behavior. T F S
- Speaking in front of others doesn't make me nervous. T F S
- I can disagree with others firmly and tactfully, without backing down. T F S
- I'm confident I have the leadership skills I need to get where I want to go in my career. T F S

SCORING ...

Give yourself 2 points for each True, 1 for Sometimes, and 0 for False.

INTERPRETATION

A score of 20-24: You have plenty of confidence in your leadership abilities. This workshop will fine-tune your skills for even greater effectiveness and give you a crucial update on the latest tools and techniques other top leaders are using to get outstanding results.

15-19: You've obviously mastered some basic leadership and supervisory techniques. This workshop will take your skills to the next level – for dramatic, immediate improvement in your leadership effectiveness.

14 and under: You've not yet gained the essential skills you need to feel comfortable in a leadership role. This intensive workshop is a golden opportunity for you, because it will arm you with powerful leadership tools guaranteed to put you on the fast track to supervisory success.

Attend **Leadership & Management for Women** and discover how to achieve your full potential as an inspiring, highly effective leader others want to follow!

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

You'll be a stronger leader – in fact, we guarantee it!

Your satisfaction with our training is our absolute #1 priority at the National Seminars Training. That's why we guarantee that **Leadership & Management for Women** will provide you with essential tools and strategies you need to become a stronger, more confident, more effective leader. We're so certain that you'll benefit from attending this program that we stand behind it with our 100% money-back guarantee of satisfaction. You must be completely satisfied with your training or we'll refund every penny of your enrollment fee. **GUARANTEED!**

National Seminars Training: renowned training for professional women

For more than 25 years, National Seminars Training has provided world-class career training for professional women from coast to coast. Women like you have relied on us to help them not only meet, but exceed their career goals – and achieve their personal and professional dreams. You are guaranteed an unforgettable day of learning with a nationally renowned trainer as your guide. Expect to leave inspired, motivated, and armed with new leadership skills that will make an immediate and dramatic improvement in your effectiveness!

Your Leadership Seminar Agenda

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

Registration begins at 8:30 a.m.

//This training is for every working woman! You don't know what you're missing if you cheat yourself from being part of this very special seminar."

– T. Gates, Admin.

//Intense and remarkably on target."

– L. Leska, VP

//Fabulous! Entertaining ... engaging ... memorable."

– C. Ward, Senior Integrator

//The most beneficial and profound seminar I've ever attended."

– D. Teada

1. A Woman's Unique Strength as a Leader: How to Develop Yours!

- Understanding how your strengths play into today's management style
- Major myths about women in leadership you should erase from your consciousness
- What's your Power Profile? An insightful self-assessment
- Why you can't be everyone's best pal, and other missteps women leaders must avoid
- Taking risks, taking responsibility, taking action – and other crucial leadership lessons from today's most successful women in business

2. Winning Motivation Techniques and Other Must-Have Leadership Tools

- Proven techniques for motivating your employees to give their all
- The power of sincere praise to motivate, build loyalty, and keep good employees
- The art of delegation – and why some women find it so tough
- Key negotiation strategies for getting what you want without being a steamroller
- Top 10 Tools: goal setting, coaching, team building, and 7 other supervisory essentials sure to earn you respect from employees, peers, and top brass

3. Criticism and Discipline for Improved Employee Performance

- 13 reasons why people don't do what they're supposed to do and what you can do about it
- When – and how – to confront employee performance problems
- How-tos for giving constructive feedback that results in improved performance, not anger and defensiveness
- Tips for turning around attitude problems and other specific unwanted behaviors
- Discipline techniques that really work – and measures guaranteed to fall flat

4. Assertive Communication: Your Key to Leadership Success

- Assertive communication: how to be direct in a tactful, professional manner
- Be heard! Proven strategies for getting your ideas heard in meetings – even when louder male voices threaten to drown you out
- Uncomfortable speaking in front of others? Power speaking skills to help you shine
- How to say "no" without feeling guilty
- Active listening tips that double your communication effectiveness

5. Effectively Handling Confrontation, Conflict, and Other Uncomfortable Situations

- How to disagree firmly but tactfully, without backing down at the last minute
- Why women so often fear confrontation – and a step-by-step method for calmly facing it head-on
- The 3-point ACE method to conflict resolution
- Quick-thinking strategies for handling cheap shots and hardball tactics
- Tips for neutralizing paralyzing emotions so you can think straight when things get heated

6. Dealing With the Diversity of the Workplace

- Avoid the pitfalls when supervising those much younger or older than you
- Build a framework for creating a successful organizational culture from your staff's diversity
- Strategies that get past gender bias: what you can do when issues arise
- Plain ol' difficult people ... are they really difficult or just different?
- Create an atmosphere of inclusion for workers with disabilities
- Learn how to supervise those with different work ethics, styles, and perspectives

7. Building Credibility and Increasing Your Visibility to Get Ahead

- Credibility plus: tips for communicating the image of a total professional
- Common land mines that can damage a woman's leadership credibility – and how to sidestep them
- Strategies for increasing your visibility inside and outside your organization
- How to toot your own horn to showcase your accomplishments without being obnoxious
- Expanding your connections through the power of networking: how to make it work

8. Onward and Upward: Creating a Success Road Map

- Looking beyond the boundaries of self-limiting perspectives to determine what your version of success really is
- Be prepared! Gaining the key skills top management look for in women they promote
- How a mentor can pave the way for you – don't be afraid to ask!
- Guarding your personal time: the secret to avoiding management burnout and stress overload
- Developing your **Personal Action Plan**

BRING THIS SEMINAR TO YOUR ORGANIZATION

Enterprise Learning Solutions

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 learn 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

Entire Year for **Only \$299**



And that's just for starters! Because the **STAR12 All-Access Training Pass** gives you so many benefits ... you won't believe how we do it!

With your **STAR12 All-Access Pass**, you get UNLIMITED access to ...

- One- and two-day seminars
- Live and on-demand webinars
- Online learning courses
- The exclusive STAR12 Franklin Covey Online Audio Collection ... featuring selections from leadership legend Stephen Covey

And more!

Purchase your **STAR12 All-Access Pass** today and you can attend **Leadership & Management 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



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.

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



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 **Leadership & Management 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. 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 RUCEC 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 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)

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.

Workshop Schedule

VIP #919-118101-001

Introducing a groundbreaking day of professional development designed to address the toughest challenges facing women managers and supervisors today ...

Leadership & Management *for Women*

**Master leadership essentials
guaranteed to take you to a
whole new level of success!**

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



The STAR12 All-Access Pass – It's new, it's affordable, and the benefits are absolutely AMAZING! See page 6.