

Managing with Assertive Confidence

Learn to take charge and get the job done ...
and earn respect, loyalty and admiration along the way!

**Gain the leadership skills you need today, tomorrow
and beyond!**

- Know how to ask for *and get* what you need from your team — on time and up to standard
- Get the best out of difficult people ... instead of letting them get the better of you
- Handle conflicts with employees, peers and bosses the smooth, non-combative way
- Give truly constructive criticism
- Keep your self-image and confidence intact — even in pressured, tense situations
- Build your reputation as a “great communicator” by saying the right thing at the right time
- Learn how to say “no” without feeling guilty or generating resentment
- Neutralize the problems and rule breakers in your office and eliminate the stress they cause you



EXPRESS CODE

910976

- Enroll Today
- pryor.com

This course qualifies for credits. See details on page 7.

 FRED PRYOR SEMINARS

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www.pryor.com



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**Fred Pryor Seminars
P.O. Box 738002
Dallas, TX
75373-8002**

Pushover, Dictator, Friend or Winner? Which Is Your Management Style?

Between the style extremes of passive and aggressive there is an effective, winning and proven management approach — the assertive style.

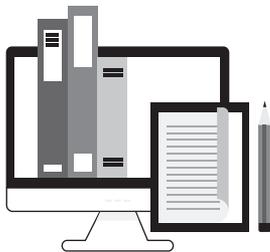
Do you feel helpless when challenged by coworkers and staff? Are you exhausted after telling everyone what to do each day? Are you frustrated and stressed out by the people who are supposed to help you accomplish organizational goals? Do you want to do something about it?

“Assertive” doesn’t mean overbearing, pushy or autocratic; the assertive style is a *balanced* approach that ensures you work well with people, get things done and accurately communicate — all in the same level-headed, confident manner.

This exciting one-day seminar showcases the skills that can help you leap the hurdles you face every day, earn more respect from everyone and be confident in your role as a manager and leader. You’ll feel more prepared to “go to bat” for your employees, yourself, your managers, your organization ... and project an assertive, straightforward style, consistently, every time!

Enroll today and draw on some of the best ideas and methods available for more assertive, proactive management.

This program will be in your area soon! It’s easy to register online or by phone, fax or mail. But do it today — space is limited at many locations.



FREE DIGITAL RESOURCES FOR EVERY PARTICIPANT

Your registration includes a variety of seminar resources that highlight pertinent information. These materials are offered digitally—making learning interactive and easily accessible. Reference these materials time and time again to recall key points and problem solve.

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24 More Skills, Solutions and Answers!

Ask for what you need ... and get it

1. Creative ways to motivate others for maximum performance
2. How to specify what you need and expect from others
3. The art of supporting and helping your team ... without looking over shoulders
4. A fail-safe method to determine whether your instructions have been fully and accurately understood

Get control over conflict

5. An easy alternative to backing down or withdrawing in uncomfortable situations
6. How to prepare for conflict and avoid getting caught off-guard
7. The best time to face it — pinpoint the optimum time to deal with a problem
8. The right way to use the “disarming tactic” when addressing a difficult problem with *your* boss

Give positive, constructive criticism

9. The importance of attacking the *issue* instead of the *person* ... and solving problems without creating resentment
10. How to use examples to clarify your disapproval
11. When to finish a discussion and avoid harmful overkill
12. How to back up your concerns with facts and examples — to prevent excuses and protests from throwing you off track

Handle criticism without losing dignity or self-confidence

13. How to be sure you clearly understand the criticism — and determine whether it's justified
14. What to do when you're blamed for problems outside of your direct control
15. How to deflect criticism that turns into a personal attack
16. When you're wrong: how to admit your mistakes promptly and offer solutions

Set boundaries that employees respect

17. A step-by-step approach to help deal with occasional problems and infractions from becoming routine bad habits
18. Strategies that ensure everyone understands the policies and rules they are expected to follow
19. How to communicate the consequences of breaking the rules — and follow through with your warning
20. A smart way to present policy so your employees understand how *they* will benefit

Increase your self-image and confidence

21. Sound ways to halt perfectionism — and start setting more realistic expectations for yourself
22. How to stop endlessly trying to please others when it's clearly not in your best interest
23. Why you must focus on your strengths, instead of your weaknesses
24. How to put an end to “should have” and “would have” regrets

Course Agenda

Passive, Aggressive or Assertive?

Understanding the Winning Management Balance

- The difference between passive, assertive and aggressive management — and how to define a management style that avoids the extremes
- Nine common passive traits — and ways these traits can interfere with your effectiveness
- The basic motivations of “pushy” managers — and why an aggressive approach is disastrous
- 10 typical reasons why new managers fail and tactics to avoid making the same mistakes
- 10 attitudes common to winning managers and assertive positives you can build on for future success
- Five simple questions that determine whether you have natural assertive tendencies

Your “Attitude Inventory”

Taking Stock of the Beliefs That Drive Your Behavior

- The four basic principles of assertive behavior — and how they can guide you through every situation and challenge
- 10 down-to-earth ways to increase your self-respect and esteem
- Your 10 basic rights, and what you should — and shouldn’t — expect from yourself and others
- How you can benefit from “self-declaration” — and get more control over your job, your career and your life
- The five areas you must take responsibility for when developing a more assertive style
- 10 common irrational beliefs that lead to nonassertive behavior

Communication Essentials

Exchanging Information the Assertive Way

- The seven main components of assertive communication, and ways to adapt them to your day-to-day activities
- How to express your opinions and thoughts in a direct way — without attacking or alienating others
- Sound steps to more productive two-way communication that allow you to compromise and achieve more “win-win” outcomes
- How to influence others through emotional appeals that are sincere and genuine, never sappy or weak
- Why “you’s” must become “I’s” when you confront someone
- “It’s not what you say, it’s how you say it” — how to avoid inadvertently sending the wrong message
- A clever approach that delivers a firm message by asking questions

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9:00 A.M. TO 4:00 P.M.

The Assertive Supervisor

Dealing with Employees Firmly, Fairly and Confidently

- The secret to refusing a request without feeling guilty: four questions to ask yourself before turning someone down
- How to spell out and enforce limits for employees to solve common problems such as absenteeism, tardiness and missed deadlines
- 10 solid principles for setting rules and policies that employees understand and respect
- How giving employees constructive feedback instead of constructive criticism prevents defensiveness and finds solutions to the problems at hand
- Nine surefire steps to help you discuss — prevent — and solve — recurring problems with employees
- Why assigning tasks to employees the right way ensures work gets done correctly and on time
- Five solid guidelines for giving recognition and praise so that you feel good, and your employees feel great

The Total Communicator

Using an Innovative Range of Communication Tools

- Negative words to avoid, that can put a bad spin on communication with coworkers
- Three ways to alter your voice to communicate more clearly, assertively and meaningfully
- Unintentional messages you send through body language and facial expressions
- Six specific ways to become a better listener and open new lines of communication
- How to hear and interpret the total message — not just words, but subtle changes in tone, inflection and body language
- The critical mechanics of feedback: how to give and receive better follow-up communication

Day-to-Day Dilemmas

Handling and Solving Common Management Problems

- A simple three-part communication model that guarantees you'll stand up to pressure with cool-headed confidence
- Six ways to hold your ground in the face of hostility or aggression
- Eight specific guidelines for saying "no" effectively and handling even delicate situations without creating hard feelings or resentment
- How to tell whether you're being fairly or unfairly criticized
- A proven approach that helps you receive criticism in a positive way — without getting angry or feeling guilty
- Six no-nonsense actions you can take when someone finds fault with your performance
- A formula that helps you deal with everyday conflict
- How to manage disagreement and conflict with people in power — your bosses, customers or top managers
- Tips for accepting compliments with grace and confidence, and receiving praise without seeming boastful or immodest

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Not just theory... but practical answers to *your* real-life issues

As a leader, what would you do?

You'll learn how to handle these situations the right way:

- An employee wants to take time off for personal reasons — during your organization's busiest time
- A subordinate criticizes your performance
- A colleague is late for work, day after day
- An employee continues to miss deadlines — despite previous warnings
- Your credibility and reputation are on the line — but someone else is overseeing the project
- A peer shoots down your ideas and suggestions in front of others
- Another manager heaps praise and thanks on you for your contribution to a project
- Your staff will have to work overtime for weeks to meet a tough deadline
- A coworker obviously has something on his mind — but won't verbalize the problem
- You want to approach your boss for a deserved raise
- A phone caller is monopolizing your time — and you need to terminate the conversation, now
- During a meeting, a coworker constantly interrupts you when you're speaking
- A supplier is pressuring you to commit — and you're not ready to make a decision
- Your boss insults you in the presence of your subordinates
- An employee interrupts you repeatedly each day with trivial matters
- Another manager isn't doing their fair share of a joint assignment
- You've set aside a specific time for an important project, but your boss wants to meet with you at that time
- You already feel overcommitted with extra responsibilities, and your manager asks you to head a new task force
- A worker in a nearby office creates noise that disrupts your concentration

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Registration Information

Enroll Today! Hurry, our seats fill *fast*. Guarantee your enrollment by paying your tuition today. You will receive a confirmation once your registration is complete. **Payment is due before the program.**

Quick Confirmation! To receive your confirmation within 48 hours, please complete the Quick Confirmation section of the registration form. Be sure to provide us with your email address and/or fax number.

Cancellations and Substitutions

You may cancel your registration up to 10 business days before the program, and we will refund your tuition less a nominal cancellation fee. Substitutions and transfers may be made at any time to another program of your choice scheduled within 12 months of your original event. Please note that if you do not cancel and do not attend, you are still responsible for payment.

Please Note

- You will be notified by email, fax, and/or mail if any changes are made to your scheduled program (i.e., date, venue, city or cancellation).
- Walk-in registrations will be accepted as space allows.
- For seminar age requirements, please visit <http://www.pryor.com/faq.asp#agerequirements>.
- Please, no audio or video recording.
- You will receive a Certificate of Attendance at the end of the program.

Tax-Exempt Organizations

If you are tax-exempt, enter your tax-exempt number in Section 4 on the Registration Form. Please mail or fax a copy of your Tax-Exempt Certificate with your registration for payment processing.

Tax Deduction

If the purpose of attending a Fred Pryor seminar is to help you maintain or improve skills related to employment or business, expenses related to the program may be tax-deductible according to I.R.C Reg. 1.162-5. Please consult your tax adviser.

Continuing Education Units (CEUs)

Fred Pryor Seminars offers CEU credits based on program length and completion. Credits are issued according to the National Task Force for Continuing Education guidelines and approval is at the discretion of your licensing board. **Questions or concerns should be directed to your professional licensing board or agency.**

Continuing Professional Education (CPE)

Fred Pryor Seminars and CareerTrack, divisions of Pryor Learning are registered with the National Association of State



Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State Boards of Accountancy have the final authority on the acceptance of individual course for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.nasbaregistry.org. Fred Pryor Seminars and CareerTrack's Sponsor ID number is 109474. This course qualifies for 6 CPE credits.

Completion & Continuing Education Certificates

To obtain a certificate documenting your completion and/or CEU or CPE credits please visit www.pryor.com/certificate. Certificates will be available 10 days after your event has ended.

Guaranteed Results.

All of our seminars are 100% SATISFACTION GUARANTEED! We're confident that this seminar will provide you with the tips and techniques you need to take charge and get the job done ... and earn respect, loyalty and admiration along the way! If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your seminar attendance stating the reason you were not satisfied, and we'll arrange for you to attend another one of our seminars or receive a full refund — hassle-free.

ONSITE TRAINING SOLUTIONS

Get the Results You're Looking For!

Bring our powerful, high-impact training programs to your organization and show your employees that you're serious about their professional growth and achieving critical organizational goals and objectives.

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From management development to customer service, our comprehensive library of courses provides a learning experience that is engaging, interesting and intriguing!

Tailor the Training to Meet Your Specific Needs!

We'll help you choose the appropriate courses for your organization and tailor each one to address your specific goals, issues and scheduling concerns.

Maximize Your Training Budget!

Onsite Training allows you to train work groups, teams and entire departments for less than the cost of traditional public seminars or other training options.

Give your staff the skills, knowledge and confidence they need to meet tough workplace challenges head-on, realize their full potential and perform at their peak.

For a free consultation, visit us online at

pryor.com/onsite

or call us at

1-800-944-8503

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To update your contact information, see page 7.

Your VIP # is WINQ

You Should Attend if...

- You're not getting the results you want from your staff
- You want to stand up to someone at your office and just don't know how
- You need to communicate more clearly and effectively
- Your employees disregard rules, policies and boundaries
- You shrink in the face of criticism and aggression
- You have trouble controlling your anger — and regret it later
- You want more attention and praise for your good ideas and suggestions
- You regret the way you handle conflicts with your subordinates and bosses

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<input type="checkbox"/> Yes! I want to improve and enhance my assertiveness skills. Group Discounts available.		
1	SEMINAR Seminar City: _____ Seminar Date: _____ City Event #:	
2	YOUR ORGANIZATION Organization: _____ Address: _____ City: _____ St: _____ ZIP: _____ Tele: _____ Fax: _____ Approving Mgr's Name: <input type="checkbox"/> Mr. <input type="checkbox"/> Ms. _____ Job Title: _____ Email Address: _____ <input type="checkbox"/> Business <input type="checkbox"/> Home <input type="checkbox"/> Quick Confirmation Please <input type="checkbox"/> email or <input type="checkbox"/> fax my confirmation to me within 48 hours.	
3	WHO WILL BE ATTENDING <input type="checkbox"/> Mr. <input type="checkbox"/> Ms. _____ Job Title: _____ <input type="checkbox"/> Business <input type="checkbox"/> Home Email (required): _____ <input type="checkbox"/> Business <input type="checkbox"/> Home <input type="checkbox"/> Mr. <input type="checkbox"/> Ms. _____ Job Title: _____ <input type="checkbox"/> Business <input type="checkbox"/> Home Email (required): _____ <input type="checkbox"/> Business <input type="checkbox"/> Home Please list additional names on a separate sheet.	
4	METHOD OF PAYMENT Important: Send your payment now. Tuition is due before the workshop. Please make checks payable to Fred Pryor Seminars and return form to: P.O. Box 738002, Dallas, TX 75373-8002. Our federal ID# is 92-2053228 (FEIN). Please add applicable state and local tax to your payment for programs held in Hawaii (4.166%; Honolulu 4.712%), South Dakota (6.5%) and West Virginia (6%; plus applicable local tax). Please check one of the following: 1. <input type="checkbox"/> Registration fee enclosed. Check # _____ Amount \$ _____ 2. <input type="checkbox"/> Our Purchase Order is attached. P.O. # _____ 3. <input type="checkbox"/> Bill my organization. Attention: _____ 4. <input type="checkbox"/> Charge to: <input type="checkbox"/> AmEx <input type="checkbox"/> Discover <input type="checkbox"/> MC <input type="checkbox"/> Visa Exp. Date: _____ Acct. #: _____ Card Holder's Name: _____ Tax-Exempt #: _____ Please attach a copy of your Tax-Exempt Certificate for payment processing.	

Note: If you've already registered by phone, by fax or online, please do not return this form.

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