



# Communicate

## with Tact and Professionalism

How to defuse tense situations, make a good impression and communicate with anyone

### After attending this seminar you'll be able to:

- Customize your message to fit your audience
- Understand what others are communicating with their body language
- Welcome brainstorm sessions to inspire employee contributions that lead to "wins"
- Use facts to share observations and make suggestions
- Craft emails and presentations that keep your audience engaged
- Give performance feedback that inspires people to do better

## Enroll Today!



**Call**

1-800-556-2998



**Online**

[www.pryor.com](http://www.pryor.com)



**Fax**

913-967-8842



**Mail**

Fred Pryor Seminars  
P.O. Box 219468  
Kansas City, MO  
64121-9468

# Effective communication can improve your professional interaction with others

## Exceptional leaders must have effective communication skills.

Have you ever felt the pain of knowing that you had important information to communicate, but when you tried to get the message out people did not receive it with the same level of urgency that you thought it deserved? Maybe you created unintended conflict, or the audience fell asleep in the details. Either way, your message didn't produce the effect you hoped it would. If only there were a way to transplant the clear picture of things as they exist in your mind, into the mind of your readers and listeners.

## Exceptional communicators know how to get their message across.

They know how to navigate through the maze of misunderstanding and have the ability to lead their audience through the often murky waters of facts and details so that their main points are clear and concise.

**This seminar will** give you the strategies and skills you need to develop the "charisma" required to be an effective and inspiring communicator. This seminar will demonstrate the learned behaviors that anyone can attain through instruction and directed practice.

**In this one-day seminar...** discover the tried and true techniques of effective communication that have alluded so many for such a long time. ***Communicate with Tact and Professionalism*** teaches you how to become an outstanding oral communicator, effective writer, empathetic listener and body language specialist so that all your communication is consistent and well-received. At the conclusion of the seminar, you will have a well-written action plan and be on your way to emerge as an effective communicator.

## Master powerful skills from this application-based training:

Anyone with aspirations of mastering the art of communication will benefit from attending this one-day training opportunity. This seminar will teach you ways to craft your messages for ideal reception and gather insights from others to improve output.

## Who should attend

Anyone who wants to make their messages clear and become a better communicator.

*All employees including supervisors, managers and team leaders will benefit from this seminar.*

**Reserve your spot today!**

[www.pryor.com](http://www.pryor.com)



# Noteworthy Guarantees

- Communicate your main thoughts with clarity
- Zero-in on the parts of your communication that may be holding you back
- Turn stream-of-consciousness rants into well-structured statements and arguments
- Create an environment that encourages others to make proposals without fear of reprimand or sharp criticism
- Practice descriptive language techniques to engage with your audience
- Decipher what other people want - listen to what is and is not being said
- Ask for what you want without seeming desperate, and get what you want more frequently
- Read body language and analyze the hidden messages that are missed when words are absent
- Craft a well-structured story to create interest, make your point and keep your audience engaged
- Communicate with facts and details rather than feelings and assumptions to boost the acceptance of your ideas

# Ask yourself...

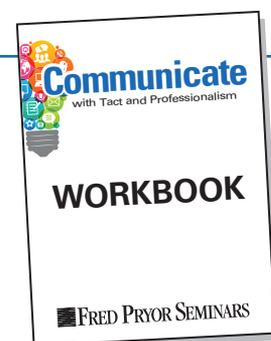
Do you feel that your messages are not getting through? Do others seem uncomfortable when expressing their ideas to you? Do your employees, colleagues and supervisors ignore your messages? People don't always listen to those who have the best plan; they listen to those who communicate best. Our program will help you learn and practice key communication strategies to get your point across effectively, so others will understand your message, and embrace your plan and vision.

## Guaranteed Results!

All of our seminars are **100% SATISFACTION GUARANTEED!** We're confident this workshop will provide you with the tips and techniques you need to be a more polished, persuasive communicator. If for any reason you are dissatisfied, send us a letter (Attn: Customer Relations) within 30 days of your workshop 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*.

## A comprehensive course book makes sure everything you learn goes home with you ...

Your tuition includes a convenient summary of the key points you'll learn throughout the day. It simplifies note taking, makes following along easier and will serve as a trusty "memory jogger" if you ever need it later on.





# Communi

## with Tact and

### Seminar Agenda

---

#### Turn Controversy into Harmony

- Take responsibility and hold yourself accountable
- Learn to see yourself through others' eyes
- Find what motivates others
- Balance your personality style with the needs of your audience
- Motivate others to contribute their suggestions to produce collaborative results
- Reconcile your story of reality with others' stories of reality
  - Your story to help you understand a situation
  - The other person's story by which they understand the situation
  - What happens when the stories don't match
- Focus on what can be observed and quantified
- Build consensus among the group
- Compare and contrast to clarify statements
- Set commitments to move forward

#### Captivate Your Audience: Speak to Get Results

- Discover what to do when you lose your listener's attention
- Successfully get your thoughts across to others
- Effectively prepare for important conversations
- Understand how to craft your introduction and map out a conversation
- Construct a conversation among many
- Develop contingency plans for conversations



# Communicate

## Professionalism

---

### Persuasive Communication

- Appeal to logic, ethics and emotions to persuade others to see things your way
- Establish your credibility so people view you as an expert – even when you're not
- Build rapport to get even the toughest critics on your side
- Use persuasive writing techniques
  - Consider your audience
  - Write a clear call to action

### Simpler Is Better: Engage Readers and Motivate a Response

- Set the stage to entice your readers
- Create a message that stands out
- Discover the art of minimal text and clear delivery
- Position your reader in the center of your structure

### Non-verbal Communication Methods

- Determine how surroundings influence non-verbal communication
- Listen to your body's cues to alert you to what is going on within a conversation
- Be aware of others' body cues – posture, attention, gestures and details
- Introduce work observations back into speech
  - De-escalate conflict before it erupts
  - Negate disputes before they explode
- Exercise what you've learned
  - Put together strategies learned throughout the course and construct a tentative script for classroom practice
  - Create an action plan to help you transfer what you've learned back to your workplace

**Reserve your spot today!**

[www.pryor.com](http://www.pryor.com)

# 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, 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 6 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.**

## Completion & Continuing Education Certificates

To obtain a certificate documenting your completion and/or CEU credits, please visit [www.pryor.com/certificate](http://www.pryor.com/certificate). Certificates will be available 10 days after your event has ended.

# Onsite Training Solutions



## Get the Results You're Looking For!

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

## Choose From Over 150 Courses!

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](http://www.pryor.com/onsite)**  
or call us at **1-800-944-8503**

**Call** toll-free! 1-800-556-3009 • **Fax** your registration! 913-967-8842 • **Mail** the registration form below!

**1**  **YES!** Please register me for the one-day, **Communicate with Tact and Professionalism** seminar indicated in Section 5. Group discounts available; see page 6 for details.

**ID#**  
**918334**

**2** **IMPORTANT!** Please fill in VIP number as it appears on the address label.

**VIP** \_\_\_\_\_ (\_\_\_\_\_)  
if available

**3 ORGANIZATION INFORMATION**

Organization: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ St: \_\_\_\_\_ ZIP: \_\_\_\_\_  
Tele: \_\_\_\_\_ Fax: \_\_\_\_\_  
Approving Mgr's Name:  Mr. \_\_\_\_\_  
 Ms. \_\_\_\_\_  
Job Title: \_\_\_\_\_  
Email Address: \_\_\_\_\_  Business  Home

**4 QUICK CONFIRMATION**

Please email or fax my confirmation to me within 48 hours.

My email address or fax number is: \_\_\_\_\_

**5 NAMES OF ATTENDEES** (Please list additional names on a separate sheet.)

#1 Attendee's Name  
Mr. \_\_\_\_\_  
Ms. \_\_\_\_\_  
Job Title \_\_\_\_\_ Event # \_\_\_\_\_  
Email Address \_\_\_\_\_  Business  Home

#2 Attendee's Name  
Mr. \_\_\_\_\_  
Ms. \_\_\_\_\_  
Job Title \_\_\_\_\_ Event # \_\_\_\_\_  
Email Address \_\_\_\_\_  Business  Home

**6 METHOD OF PAYMENT** (Payment is due before the program.) Please make checks payable to Fred Pryor Seminars and return form to: P.O. Box 219468, Kansas City, MO 64121-9468. Our federal ID# is 43-1830400 (FEIN). Please add applicable state and local tax to your payment for programs held in Hawaii (4.16%), South Dakota (6.5%) and West Virginia (6%).

Total amount due: \$ \_\_\_\_\_

Check # \_\_\_\_\_ (payable to **Fred Pryor Seminars**) is enclosed.

Bill my organization. Attn: \_\_\_\_\_

Purchase order # \_\_\_\_\_ is enclosed.  
(Attach purchase order to completed registration form.)

Charge to:  AMEX  DISCOVER  MC  VISA

MO. \_\_\_\_\_ YR. \_\_\_\_\_  
EXPIRATION DATE

\_\_\_\_\_  
CARD NUMBER

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.

## Enroll Today!

 **Call**  
**1-800-556-2998**

 **Online**  
**www.pryor.com**

 **Fax**  
**913-967-8842**

 **Mail**  
**Fred Pryor Seminars**  
**P.O. Box 219468**  
**Kansas City, MO**  
**64121-9468**

**Your VIP # is WINQ**



# Communicate

## with Tact and Professionalism

How to defuse tense situations, make a good impression and communicate with anyone

**Enroll Today!**

 **Call**  
1-800-556-2998

 **Online**  
[www.pryor.com](http://www.pryor.com)

 **Fax**  
913-967-8842

 **Mail**  
Fred Pryor Seminars  
P.O. Box 219468  
Kansas City, MO  
64121-9468