

Communication Skills *for Women*

*How to achieve confidence
and credibility in the workplace*

The top 10 communication hurdles – can you relate?

Our researchers asked women across the country to describe their toughest communication situations. We analyzed more than 800 circumstances and came up with these top 10:

1. Confronting or criticizing others
2. Not being taken seriously
3. Feeling self-conscious
4. Dealing with other people's anger
5. Speaking in front of a group
6. Facing tough situations with confidence
7. Receiving criticism
8. Getting cooperation
9. Setting limits
10. Taking the floor

This one-day training will help you build the skills to overcome them.

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www.careertrack.com



MAIL
CareerTrack
P.O. Box 219468
Kansas City, MO
64121-9468



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This course qualifies for continuing education credits. See details on page 6.

CAREERTRACK®

1 You'll learn how to influence people.

Call it credibility. Call it personal power. Whatever you call it, it is critical to your career success. All powerful people have learned how to communicate their ideas persuasively and you can, too.

Discover the techniques of influence and persuasion. Use them to build more productive and rewarding relationships.

2 You'll stay cool even when you've reached your boiling point.

You can't back down and expect to move ahead.

Get a step-by-step approach for operating effectively and decisively under pressure.

3 You'll come across more powerfully in meetings and presentations.

Group settings are an ideal opportunity to communicate powerfully. Gain visibility in your department and organization, as well as listen to and learn from other people (effective communication means listening, too).

Gain the confidence to speak up and be heard. Learn how to overcome your fear of looking bad and free yourself to communicate powerfully in public settings.

4 You'll know how to handle difficult people and situations.

Your boss has dropped by for an informal review of your work ... you're put on the spot in an important meeting ... a mistake you made has brought on a crisis. How do you perform when the heat is on?

Learn how to face high-stakes situations with confidence. Powerful communication skills will help you shine when you're in the hot seat and enable you to take the next step toward career success.

This could be one of the most empowering days of your career

- What kind of impression do you make on people?
- Do you face tough situations with confidence?
- Are you gaining visibility and getting rewarded in your job?

Communication Skills for Women is a one-day seminar designed to help you communicate more confidently and persuasively. It reflects the attitude, style and professionalism of today's most powerful women. You'll learn how to get better results with all of the people in your life.

Make more of an impact with people at home and at work

Spend a day looking at how you interact with others. At this training you'll discover the simple yet profound changes you can make to add impact to your communication.

And, don't worry. You won't be singled out or asked to speak in front of the group. This seminar is a supportive, empowering and highly enjoyable day.

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Communication Skills for Women

How would you handle these touchy situations?

1. You like your job, you like your manager and you want to keep working at your organization. However, your salary has drifted substantially below that earned by your peers.

*How do you approach your manager about this?
And what do you do if he/she says no raise is coming?*

2. You have been promoted and you now supervise the 8-person group in which you used to work. So far, most of your former peers have adjusted well to the fact they now report to you.

The exception is Cynthia, who also applied for the promotion. Now that you are her boss, Cynthia will not acknowledge the authority you have over her.

Often, she won't come to meetings that you call. Whenever you make a tough decision, Cynthia goes to your boss and second-guesses it.

What can you say to her to get her to respect you and cooperate with the rest of the team? And what is the best setting for this sort of talk?

3. You enjoy working with Sam. A recent college graduate, he's cheerful, funny and enthusiastic about his work, and he definitely pulls his weight on projects. However, last week he made a comment about your appearance that you found to be a bit too personal.

You are sure he didn't mean any harm, and you'd like to stay friends with him. But you want to let Sam know such comments make you uncomfortable and make him look unprofessional.

How can you approach Sam about this?

4. You are at a team meeting, and you have just spoken about your project. Jim raises his hand to offer some comments. He starts off by pointing out an area in which your work needs improvement, an assessment with which you agree, but then he shifts into an unwarranted personal attack. He finally stops. There is dead silence, and now everybody is looking at you.

How should you react to Jim's comments?

There are no easy answers to these questions.

But if you attend this training, you will gain the confidence and skills you need to operate under pressure and express yourself in a way that gets results.

Do you cringe at the thought of speaking in front of others?

- Do you stifle your suggestions at department meetings instead of demonstrating your intelligence and insight?
- Do you rush clumsily through your agenda during appointments with clients, rather than taking the time to showcase your hard work?
- Do you avoid making presentations at all costs, when you could be impressing people with your knowledge and professionalism?

If so, you're passing up golden opportunities to highlight your dedication and expertise.

Don't let your fears of being embarrassed or put on the spot keep you from getting ahead.

In this course, you'll learn to speak up with confidence. We'll help you unearth self-defeating attitudes and replace them with positive expectations. You'll get tips to help you deal with trembling hands, butterflies and other nervous symptoms.

You'll leave this seminar with the tools and techniques you need to take a deep breath, get past your fears and step up to any speaking challenge.

Program content:

27 skills and insights to help you communicate powerfully

Speak up and be heard

1. A matter of timing: when you're most likely to be heard and when it's better to hold your tongue
2. Crucial differences in the ways men and women communicate and how to use this awareness to get more respect
3. The simple secret of creating immediate rapport
4. How taking *yourself* seriously affects the way others see you and specific ways to demonstrate your own self-respect
5. Tips for gently redefining relationships with your coworkers so they know where you stand and how you want to be treated
6. A way to make requests that actually encourages people to cooperate with you
7. How to bring hidden resistance out in the open

Move from self-consciousness to self-confidence

8. Ways to mentally prepare for a difficult confrontation, an all-important presentation or a high-powered meeting
9. Courage-builders to help you face high-stakes situations and difficult people
10. Specific techniques to focus your energy
11. How to listen (and respond) to what people mean, not to what they say

Set limits without making enemies

12. What to do when you're ignored or interrupted (so you *don't* get flustered and *do* get results)
13. How to criticize others in a way that minimizes resentment and defensiveness
14. When you're being criticized: how to stay open to the message without overreacting or being hurt
15. Ways to respond to intimidation or bullying
16. Empathy: your secret weapon for defusing a hothead
17. How to say "no" in a way people respect
18. What to do when people *don't* respect your limits
19. Specific techniques for dealing with lying, guilt trips and unreasonable requests
20. How to avoid inconsistent behaviors that make it harder for you to set limits the next time

Gain visibility and get ahead

21. Five steps to help you manage the stress of speaking in groups
22. How to be an active player and contribute during meetings
23. When you want to sell your point of view: how to make *your* idea *their* idea
24. How to react to a challenge so you come across even stronger
25. Tips for changing the traditionally feminine behaviors that sabotage your credibility
26. A quick and simple way to get over your fear of speaking up
27. How to use conflicts to build stronger relationships

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You are invited to this seminar

At *Communication Skills for Women*, you'll learn a proven and practical system for enhancing your communication style. You'll see how you can react to any situation with confidence and power.

The ideas you learn will help you:

- Identify and eliminate words, gestures and speech patterns that rob you of authority
- Use communication techniques to produce predictable and positive responses from people
- Gain the respect and support of others
- Perform confidently in tough situations, including negotiations, conflicts, important meetings and crises

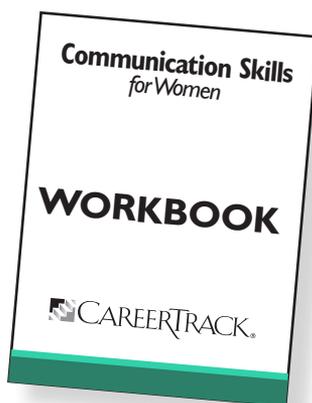
You'll use these skills every day in virtually every situation: at work, at home and in social settings. And you won't have to sacrifice your femininity in the process.

Are you ready to gain the respect and rewards of a more confident communication style? Then don't let the opportunity to attend this seminar pass you by.

If you're like most working women, you need a day away from the office — a chance to turn your undivided attention toward yourself and your career. This seminar is your ideal opportunity to do so.

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 easy and will serve as a trusted "memory jogger" if you ever need it later on.



Curious but not yet convinced?

Consider this: In one fast-paced day, you'll gain a communication advantage that will continue to pay off for years to come, starting the very next day.

But if that's not incentive enough, here are 4 more compelling reasons to sign up:

1. Your manager will appreciate your initiative.

Requesting training is a great way to get noticed as a motivated professional. And most managers are happy to approve training that helps people work better with others.

2. You'll get ideas you can act on and use right away.

It's the take-home value people like so much about CareerTrack seminars. This one is no different. The things you'll learn about high-impact communication — the pointers, tips, techniques and skills — have proven themselves in real-life situations.

3. You'll see how improved communication can make a noticeable difference in your career.

Nearly all work involves communication of some sort. You need to make the most of every interaction. And, like it or not, image counts for a lot in the workplace. Is your authority coming across?

4. You'll be excited about trying what you learn.

And that's where the added value of this seminar comes in. After all, it's not what you know that matters; it's what you do with what you know that really counts. You'll leave this seminar pumped up to try your new skills and confident you can make them work to your advantage.

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 careertrack.com/onsite or call us at **1-800-944-8503**

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Guaranteed Results!

All of our seminars are **100% SATISFACTION GUARANTEED!** We're confident this seminar will provide you with the tips and techniques you need to communicate successfully and confidently. If for any reason you're 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*.

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.careertrack.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 CareerTrack program 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)

CareerTrack 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, Inc. 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.nasbregistry.org. Fred Pryor Seminars and CareerTrack's Sponsor ID number is 109474. This course qualifies for 6 CPE credits.

HRCI Recertification Credits (HRCI)

This program has been approved for recertification credit hours through the HR Certification Institute. For more information about certification or recertification, please visit the HR Certification Institute homepage at www.hrci.org. This course qualifies for 5.5 HRCI recertification credits.

Professional Development Credits (PDCs)

Fred Pryor Seminars and CareerTrack, divisions of Pryor Learning, Inc. are recognized by SHRM to offer SHRM-CP or SHRM-SCP professional development credits (PDCs). This program is valid for 6 PDCs. For more information about certification or recertification, please visit shrmcertification.org.

Completion & Continuing Education Certificates

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



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- **Online** careertrack.com
- **Call** 1-800-556-2998

- **Fax** to 913-967-8849
- **Mail** your registration

1 **Yes!**

Please register me for the one-day, **Communication Skills for Women** workshop. Group Discounts available; see page 6 for details.

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

VIP _____ (_____ if available)

3 **ORGANIZATION INFORMATION**

Organization Name: _____

Address: _____

City: _____ State: _____ ZIP: _____

Telephone: _____ 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 CareerTrack 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 **CareerTrack**) is enclosed.

Bill my organization. Attn: _____

Purchase order # _____
(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.

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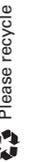
Communication Skills for Women

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