

Learn how to handle touchy topics, problem people  
and sticky situations with finesse and skill!

New two-day seminar!

# The Essentials of Communicating with Diplomacy and Professionalism

In just two days,  
you'll have the  
techniques and  
strategies that  
will enable you  
to respond to  
pressure situations  
with confidence  
and ease.

Register today  
with a quick,  
toll free call:

**1-800-873-7545**

Learn how to build and strengthen  
your speaking, writing and interpersonal  
communication skills ... stay in control  
of any situation ... and manage your  
responsibilities with tact, poise and polish

**Here are just a few of the powerful skills you'll learn ...**

- How to handle the toughest questions with finesse and polish
- Techniques for maintaining your composure when you feel like losing your cool
- How to think on your feet in meetings, interviews and impromptu presentations ... no more regrets over what you wish you'd said!
- Diplomatic ways to deliver bad news without creating bad feelings
- The secret to projecting an aura of confidence and power—no matter what!
- Strategies for dealing with difficult people up and down the line
- And much more!

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to your  
area ...**



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# The secrets to thinking on your feet ... maintaining control ... and knowing just what to say in those tough situations!

“Why didn’t I think of saying that at the time?”

Unfortunately, we all know what it’s like to have the perfect response pop into our head *after* an important situation or verbal exchange—too late to be of any use.

Yet there are those individuals who always seem to know exactly what to do—and say—in any conflict or crisis. Faced with an angry customer, an uncooperative co-worker or a tense negotiation, they don’t stammer, stumble or get upset—they keep their cool and smoothly sail through the encounter, getting what they want without breaking a sweat. And, not surprisingly, the professional who demonstrates that kind of powerful poise and presence is also the person who rapidly rises through the ranks.

Fortunately, great communicators are made, not born—it’s a matter of having the right tools and knowledge. Most of those inspiring individuals have gotten there the hard way, however; learning these valuable skills and techniques through trial and error, painstakingly developing them over many years and making countless mistakes along the way. That’s probably the way you’ve been doing it too.

*Until now.* In order to streamline the learning process, we’ve done extensive research and sifted through sage advice from the most accomplished diplomats, speakers, writers and negotiators. The result? We’ve collected the most crucial, practical information on the subject—the *best of the best*—and condensed it into two nonstop, idea-crammed days presented by a seasoned pro and called *The Essentials of Communicating With Diplomacy and Professionalism*. Once you’re treated to the hundreds of solid-gold nuggets offered in this seminar, you won’t be able to *wait* to get back to the office to put them to work for you. For example, you’ll learn how to ...

- **Win others’ confidence in your ability to lead**
- **Deal with difficult customers, co-workers and others**
- **Answer questions masterfully, even if you’re not sure of the answer**
- **Defuse tense situations**
- **Influence others and turn opponents into allies**
- **Deflect rude and cutting remarks and look good doing it**
- **Negotiate agreement without giving in**
- **And more!**

Are you tired of being intimidated by high-pressure situations and difficult people? You’ll feel on top of challenging situations, with new confidence in yourself and your abilities, once you put this extensive collection of tips, secrets and skills to work.

And with our guarantee that you’ll be totally satisfied with what you learn—or you get every penny back—you’ve got nothing to lose! Don’t miss this opportunity to take your communication skills—and your career—to the next level. Call now to reserve your place: **1-800-873-7545**.

## As if that weren’t enough, you also get:

### A comprehensive workbook

During your seminar, you can relax and absorb key ideas and techniques without taking pages of notes—your workbook will serve as a valuable reference guide that’s yours to keep. Back at the office, it’ll help you continue to put your new skills into action.

### A no-risk guarantee

We’re so certain you’ll see immediate payoffs from this program, we’re willing to back our promise with a no-questions-asked guarantee—a full refund of your tuition if, for any reason, you don’t feel your investment was worthwhile.

Call toll free **1-800-873-7545**,  
on-line at **www.skillpath.ca**,  
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or mail the enrolment form on page 7

## How would you respond to these communication nightmares?

### **The public potshot**

*In a meeting with company executives, including your boss, one of the people on your team makes a “joke” that implies you’re not pulling your weight. What would you say to the employee (and when) and how would you cover this with your boss?*

There are a number of effective ways to respond to sniping incidents like this. During the seminar, you’ll learn strategies for calmly demonstrating that you won’t stand for sneaky put-downs—you’ll learn how to maintain your leadership role while firmly getting clarification on the supposedly funny comments. You’ll also learn how to privately approach the person later to discuss what’s at the heart of the matter and take steps to resolve it.

### **The angry customer**

*An irate customer calls with a relatively minor complaint and starts screaming—he’s hurling verbal abuse at you, insulting your company and even threatening a lawsuit. How would you respond to an outburst like this?*

When you’re the target of someone’s verbal attack, the first step is to protect yourself . . . during the seminar, we’ll share a powerful technique for maintaining your composure and reservoir of inner strength in the face of hostility. Then we’ll give you three specific things you can say—all strong but nonthreatening—that will tend to make angry individuals stop in their tracks and treat you with the respect you deserve.

### **The gossip game**

*You’re at lunch with several colleagues when suddenly someone starts serving up unsavory details about an absent co-worker’s personal life. Some of your lunchmates seem slightly uncomfortable with the conversation but say nothing. One person, however, jumps at the bait and further fuels the gossip fest. What would you do?*

To remain silent in the face of gossip and innuendo is to condone talk behind people’s backs. One way to handle such situations is to quickly steer the conversation onto a different topic. Another option is to tackle the issue head-on . . . and we’ll supply you with an extremely effective way to nip such practices in the bud.



## 5 More Benefits of Attending

### **1. Deal easily with difficult people**

This seminar will provide you with specific techniques and strategies for bringing out the best in people . . . even when they’re at their worst! Whether you’re faced with unfair criticism and put-downs, out-of-control tempers or someone who just doesn’t communicate at all, you’ll understand how to build more productive relationships with even the most challenging personality types.

### **2. Get more cooperation from others**

The skills you take back to the office after your seminar will enhance your ability to generate real teamwork. You’ll be better than ever at creating immediate rapport and conveying a trustworthy, count-on-able image that earns respect, loyalty and support.

### **3. Handle fewer conflicts**

Once you’ve learned the secrets of minimizing communication mistakes and misunderstandings, you’ll be able to keep disagreements from escalating into full-blown confrontations. Your ability to find solutions without blaming or accusing will not only make for fewer fights, but will also likely result in relationships that are even stronger than before.

### **4. Win more acceptance for your ideas**

When it comes to influencing others to accept and implement your ideas, there’s nothing like a charismatic style—which comes out of being a skillful talker and listener. Develop that powerful ability in this seminar, and people around you will feel appreciated and valued . . . which leads, of course, to you having that all-important support and credibility when it really counts!

### **5. Increase your effectiveness, impact and productivity—and eliminate a lot of stress!**

It’s amazing what happens when the communication taking place is powerful: You save time by giving instructions that are crystal-clear . . . you know how to ask your boss clarifying questions so you can get the job done right the first time . . . there are fewer conflicts to manage . . . everyone’s on the same page, so deadlines and goals are met more quickly and with less hassle. Sound good? See you at the seminar!



# Workshop Agenda

Day one

## Program Hours:

9 a.m. – 4 p.m. each day

## We guarantee results

If you're not happy, we're not happy. Go back to work and apply the techniques you learned in our seminar. If you're not absolutely delighted with the results you achieve, write to us right away. We'll issue you a refund or arrange for you to attend another SkillPath seminar without paying another penny. That's our guarantee!

## **Communicating under pressure: How to be poised, calm and effective no matter what**

- Why being able to think on your feet—and then communicate effectively—is *crucial* in today's workplace
- What gets in your way? Here's how to pinpoint and eliminate your communication snags
- Instant solutions to the most common communication problems
- How to tell the truth without fear
- Proven tips for making sure your instructions are clear *and* understood
- How focusing on the person's feelings allows them to "get" your message
- Responding to questions, even when you don't know the answer
- Techniques for handling disagreements
- What's your credibility quotient? Gain and maintain respect with these strategies
- How to capture your listener's attention and get your point across—even when they're resistant, upset or angry
- Excuses, excuses—how they can torpedo your reputation and career
- How showing others how to please you will make your life easier
- Don't shoot the messenger! Diplomatic ways to say "No," deliver bad news and give helpful feedback
- Phone vs. face-to-face communication—important differences you must be aware of
- No more "foot-in-mouth" disease—how to avoid saying things you'll regret

## **The secrets to getting the information you want**

- Breaking the ice ... tips for getting a conversation rolling
- How skillful listening will bring you great power
- What are the filters *you* listen through?
- How to get the information you *need* ... more quickly
- Tips on understanding and communicating effectively with different personality types
- Listening between the lines—identifying the hidden agendas and false signals that lead to misunderstandings
- And your point is ... ? How to get a "rambler" to cut to the chase
- 7 body language signs to watch for—and what they mean
- From angry to agreeable: The 4 steps for handling complaints masterfully
- When you're the target—how to handle criticism, barbs and wisecracks
- The dangers of saying too much ... how to know when to keep your mouth shut
- He said/she said ... it pays to understand how gender-oriented communication styles differ

## Day two

### ***Diplomacy in action: How to manage conflicts and prevent communication problems***

- Where do most problems come from?
- How being unconditionally constructive is the key to your success
- The 5 most powerful words in the English language
- All we want is a little respect ... ways to encourage this all-important practice
- Sure-fire ways to prevent or reduce defensive behavior
- The 4 types of questions ... how to know which to use to get the information you need
- How to deal with hotheads, bad-mouthers, habitual fault-finders and other morale busters
- Handling other people's conflicts without getting caught in the crossfire
- Putting it on paper—writing skills that will see you through touchy situations
- The do's and don'ts of documentation ... these guidelines could save your hide!
- When things get out of hand—techniques for defusing tense or explosive situations
- “We're in this together” ... how to turn tough cases into team players
- Getting to win-win solutions—there's no reason to have any “losers” in your company anymore

### ***How to be positively persuasive: Getting people to buy into your ideas***

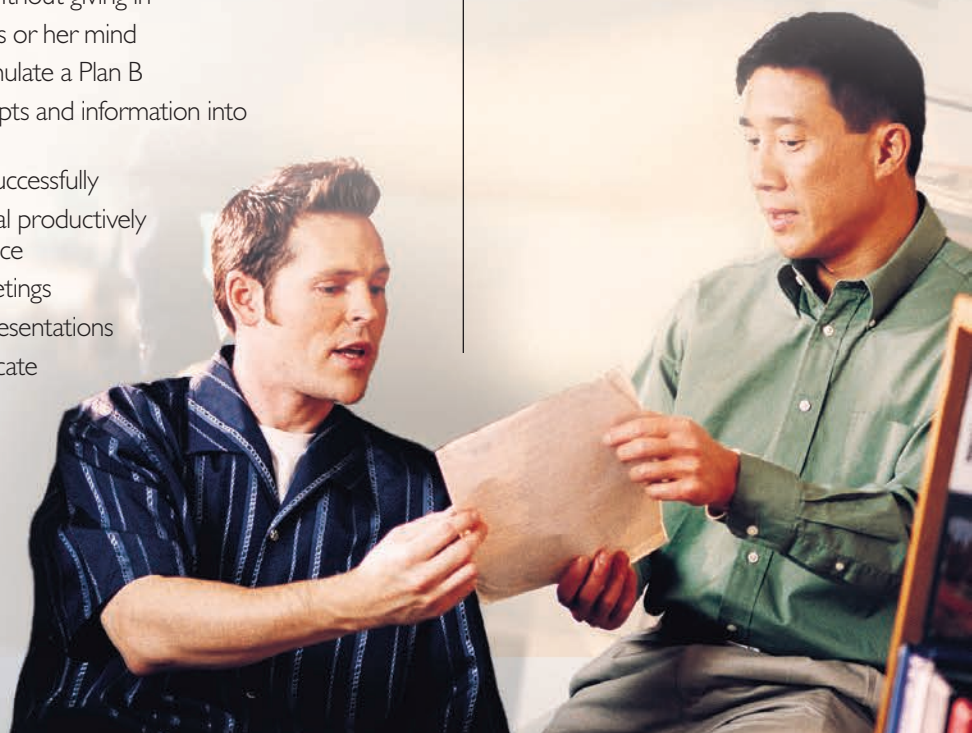
- The secret to projecting an aura of confidence and power
- Being a person of your word ... how cultivating that reputation gives you great power
- Negotiation strategies for getting agreement without giving in
- How to make it easy for a person to change his or her mind
- When there's no budging them—how to formulate a Plan B
- Master the sound bite: How to package concepts and information into memorable nuggets
- 5 steps to follow to respond to any question successfully
- Killjoys, skeptics and wet blankets—how to deal productively with even the toughest objections and resistance
- How to participate in and lead productive meetings
- Tips and techniques for delivering knockout presentations
- How to be a great leader—learn to communicate in a way that motivates and inspires

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#### **On-site training and keynote speaking ...**

We can deliver this workshop right to your company's door or provide customized, you-pick-the-day training on any program pertinent to your organization's training goals. Or let our staff of professional trainers add sparkle to your next corporate or association meeting with a stimulating keynote speech designed just for you. Whether you have 3 or 300 people to train, SkillPath is the answer. For complete details and a no-obligation quote, call 1-800-873-7545 and ask for the on-site training department.



## **Brought to you by SkillPath—**

### **The Smart Choice® for people serious about success ...**

SkillPath trains thousands of achievement-oriented professionals like you every month, from organizations of all sizes and all types—business, government, health care, education and the military. Our seminar leaders are a select group of trainers at the top of their profession—skilled teachers with a tremendous depth of knowledge in their respective topic areas. Our commitment to providing you with the highest-quality learning experience possible has made SkillPath the fastest-growing training company in the world. Attend this seminar and experience for yourself the positive effect of powerful ideas, skillfully presented.

**SkillPath's continuing support ...** We don't just stand behind our seminars, we stand behind you. If, after attending the seminar, you're faced with a communication question and don't know where to turn—try us. Just send a brief description of your particular problem or question and one of our specialists will promptly respond. Where else can you find that kind of support? *Nowhere but with SkillPath.*

## **Important information**

**Our registration table opens at 8:15 a.m. on the first day.** When you arrive at the hotel, please check the directory for the exact location of the seminar. Our registrars will greet you, assist you with your registration (or collect your Express Admission Ticket), hand you your seminar materials and direct you toward your seat. You'll also want to take the opportunity to meet other professionals from your local area. Introduce yourself! You may meet a new friend. Plan to be registered and ready to go by 8:50 a.m.

**We begin each day at 9:00 a.m. on the dot and wrap up at 4:00 p.m.** Lunch is on your own from 11:45 a.m. to 1:00 p.m. Why not invite another participant to dine with you? You can share information, review the morning and make each day even more enjoyable.

**Parking.** We do our best to find seminar facilities that have all the pluses we look for: Convenient location, great meeting rooms, courteous staff and plenty of free parking. However, some facilities have paid parking only. You may want to check with the facility personnel to determine parking fees—often they can direct you to free parking just around the corner.

**Audio/video recording.** Our programs—both what you see and what you hear—are fully copyrighted by SkillPath. No audio or video recording, please.

## **Still haven't picked up the phone?**

Five more good reasons why you will want to attend this program ...

- 1. Our trainers are the best ... period.** We choose only the pros who have a proven track record of training effectiveness, professionalism and expertise. And what's more, they're exciting communicators who'll provide you with two of the most interesting days you've ever spent.
- 2. We give you only the most important, important information.** There's a lot of information out there that could take you years to gather on your own. In two fast-paced days, we'll give you what we believe is the best, most important information to help you be the best you can be.
- 3. Practicality is emphasized.** You will leave this seminar with specifics you can apply immediately. And you won't go home empty-handed. You'll leave this workshop with a Certificate of Attendance; a soundly researched, unabridged workbook; and step-by-step guidelines for using the information you've just learned. We promise you'll get results your very next day back at work.
- 4. The value is unbeatable.** Not only is our enrolment fee among the lowest you'll find, when four or more enrol from the same organization, you'll enjoy a significant discount.
- 5. Our guarantee is unconditional, straightforward and the very best in the industry.** How can we be so confident? Because we work hard *before* the seminar to make sure you're happy *after* the seminar. Pertinent, up-to-date information you can really use, a convenient meeting location, seminar registrars who are courteous and helpful and a trainer who grabs your attention and takes you on an exciting journey full of fun and facts. We believe you'll love every minute of it. Millions of satisfied participants are sold on SkillPath seminars. Why not join them?

## Five easy ways to register: Phone, on-line, e-mail, fax or mail

### By phone

1-800-873-7545 or  
1-913-677-3200

### On-line

Enrol on-line at  
[www.skillpath.ca](http://www.skillpath.ca)

### By e-mail

[enroll@skillpath.com](mailto:enroll@skillpath.com)

*Please include:*

- Name and mailing address
- Session you wish to attend
- Your VIP number as it appears on your mailing label
- Approving manager
- Billing information

### By fax

1-913-362-4241

### By mail

*Complete and mail enrolment form to:*

SkillPath Seminars  
P.O. Box 997  
Mission, KS 66201-0997 USA

## Registration Information

1. For the fastest service, phone 1-800-873-7545 or 1-913-677-3200. Our customer service representatives will be happy to take your enrolment. The easiest way to guarantee your enrolment is to pay with a credit card when making your reservation, or you can mail in your payment before the seminar date.
2. Visit our Web site at [www.skillpath.ca](http://www.skillpath.ca) for easy on-line registration.
3. Or send your enrolment to us by e-mail at [enroll@skillpath.com](mailto:enroll@skillpath.com). Please include the following information: Name and mailing address; session you wish to attend; your VIP number as it appears on your mailing label; approving manager and billing information.
4. If you prefer to fax us your registration, the number is 1-913-362-4241. Please include credit card information or mail in your payment before the seminar date.
5. Of course, you can complete the enrolment form below, clip it and mail it with payment to: SkillPath Seminars, P.O. Box 997, Mission, KS 66201-0997 USA.

Whatever your method of registration, be sure to enrol right away since space is limited. As soon as we receive your enrolment, we'll send your Express Admission Ticket. Simply bring it with you to the program and hand it to the registrar. If your ticket doesn't arrive before the seminar, be sure to go anyway. We'll be expecting you. Walk-in registrations are welcome on a space-available basis only.

**Your tuition may be tax deductible.** Even the government smiles on professional education. Expenses of Continuing Education (including registration fees, travel, meals and lodging) taken to maintain and improve professional skills may be tax deductible for corporations. Please contact your tax advisor.

**Cancellations and substitutions.** Cancellations received up to five working days before the seminar are refundable, minus a \$25 registration service charge. After that, cancellations are subject to the entire seminar fee, which you may apply toward a future seminar. Please note that if you don't cancel and don't attend, you are still responsible for payment. Substitutions may be made at any time.

**Continuing Education Credit:** SkillPath offers Continuing Education Credits based on program length and completion in accordance with the National Task Force for Continuing Education guidelines for attendance at our seminars (save this brochure and your Certificate of Attendance). Please contact your professional licensing board or organization to verify specific requirements. You may also contact us at 1-800-873-7545 for additional assistance.

**SkillPath provides you with a Certificate of Attendance** that serves as your permanent record of participation. You may want to frame it or put it in your personnel file to show that you're serious about success.

**Please note:** If you've registered by phone and paid with a credit card, it's not necessary to return this form.

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**Yes,** I can't wait to attend

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Please fill in the city and date where  
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Workshop date: \_\_\_\_\_

Workshop city: \_\_\_\_\_

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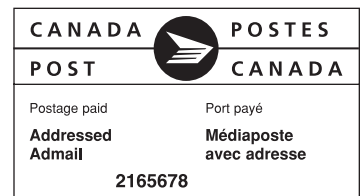
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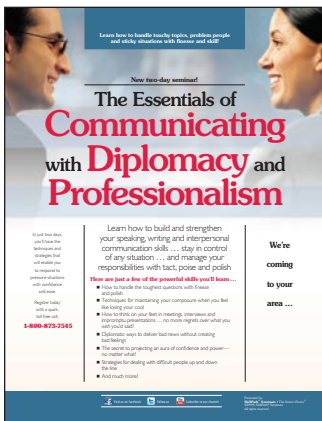
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