

A special one-day seminar
for women only ...

Brand-new
from SkillPath!



Assertive Communication Skills for Women

Get ready for the most **EMPOWERING** day of your life!

To enrol, call toll free **1-800-873-7545**

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Every time you talk, you're telling others more about you than your words alone could ever say

Unconscious credibility-robbing speech habits and mannerisms can all work against you.

Your ability to clearly articulate your thoughts and ideas is vitally important to your success in any endeavor. Whether you're a manager, supervisor, secretary, technician, saleswoman, nurse, physician, accountant, executive or attorney, much of your professional and personal achievement depends upon your communication skills.



How well are your communication skills serving you?

- Do you make a powerful, positive impression on people?
- Are you satisfied with your visibility in the organization?
- Is it easy for you to ask for what you need?
- Do you confidently deal with tough situations and difficult people?

If you answered "No" to any of the above questions, this seminar will be one of the most valuable days of your life!

Gain empowering new skills that will increase your effectiveness, impact and achievement

You'll learn powerful tips, techniques and strategies for making your point with clarity and power, presenting your ideas persuasively and communicating with professionalism and polish every time you put your thoughts into words.

Forget the idea that some people are just natural-born communicators. Assertive communication skills are learned! In this eye-opening seminar, you'll learn just how to communicate in ways that win the attention, respect and approval of others.

TO ENROL:

CALL toll free 1-800-873-7545, **ON-LINE** at www.skillpath.ca,

E-MAIL us at enroll@skillpath.com,

FAX us at 1-913-362-4241 or **MAIL** the enrolment form on page 7

A special message ...

Dear Friend,

There's no denying it. We're judged by our words more than by our appearance—and often even more than by our accomplishments.

How we communicate tells others immediately who we are ... how we feel ... and just what we expect—from ourselves and from others. That's why we developed this special seminar: To make sure *your communication skills are a powerful, positive reflection of your talents and abilities.*

This unique one-day seminar will show you how to put more power into your speech ... motivate and influence people ... express yourself with confidence.

Here's a sample of what you'll learn:

- How to communicate with composure during conflicts, crises, negotiations, important meetings and other high-stakes situations
- How to persuade and influence co-workers, bosses, customers, employees and others—the essential skill of powerful people
- How to present yourself and your ideas with credibility and confidence in group discussions, meetings and presentations
- How to deal effectively with difficult people—learn specific ways to resolve differences, defuse anger and clearly present your point of view
- How to confidently ask for (and get) what you want or need—additional resources ... help ... even a promotion

Before the end of this exciting day, you'll be better equipped than ever before to communicate assertively with people. *You'll never feel at a loss for words again.*

Communicating with clarity, competence and power is perhaps the most valuable business skill you can possess. Assertive communicators enjoy great personal and professional rewards. So will you, with the new skills you'll gain from this fascinating seminar.

Reserve your spot today by calling 1-800-873-7545 or on-line at www.skillpath.ca. But hurry ... *seating is limited and this seminar fills up fast!*

Sincerely,



Theresa Morgan
Vice President
SkillPath Seminars



P.S. Ready for the increased rewards more assertive communication skills will bring you? Then don't let this learning opportunity pass you by. Enrol *right now* while this brochure is at your fingertips!

Seminar Outline

One day is all it takes to gain these lifetime communication skills

Communication skills that make a powerful, positive impression

- You already know about dressing for the job you want instead of the job you have—but do you know how your *communication style* affects your professional image?
- How to present your ideas “up the ladder” in a way that gets attention and respect
- How to come across powerfully in meetings—the perfect opportunity to increase your visibility and make a positive impact on many people at once
- How to gracefully “toot your own horn” to gain recognition for your contributions to the organization

Assertive communication skills at work

- The 10 essential assertiveness skills that increase your personal power
- How to use “I language” to connote power, confidence and authority
- How to manage the unconscious cues you give others through your voice, posture, eye contact and timing
- How to assertively ask for what you want—assistance, information ... even a promotion!
- 8 steps you can take to make sure you’ll never be tongue-tied or at a loss for words again
- What to do when you’re being ignored or repeatedly interrupted

Verbal skills that build confidence and credibility

- How to avoid the 14 common language mistakes that can sabotage your credibility
- Grammar rules: Which ones to keep straight and which ones to forget

- How to recognize and avoid words that can trigger negative emotions in others
- How to *eliminate* power-robbing speech habits, words and gestures that say “I’m a lightweight!”

Handling conflicts, tough situations and difficult people

- How to handle your anger and control your emotions no matter how heated the situation
- How to quickly defuse an emotional confrontation with your boss
- In a disagreement, the one question you should always ask *yourself* before you ask your opponent to give in
- Dealing with chronically difficult people—how to put their behavior into perspective and learn to work around it
- How to respond when someone attacks or criticizes you in public
- How to avoid crying when you’re really angry—and what to do when you *can’t*
- Recognizing the important difference between *taking responsibility* for a mistake and *blaming yourself*

Solving the most common communication problems

- How to recognize when communication is breaking down and it’s time to try another approach
- How to avoid an autocratic, sarcastic or condescending tone that can alienate your listener
- How to give constructive feedback and how to accept and learn from criticism
- How to more than double the amount of quality information you receive from every face-to-face communication
- How to tap into the most powerful communication skill of all—active listening

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1-800-873-7545**



Gaining power in the organization

- How to uncover the real sources of power in your organization—looking beyond the formal hierarchy to the informal one
- Identifying your personal style and how it affects your ability to get and use power
- How to increase your organizational power with improved negotiation skills
- Office politics are a fact of life—learn how to boost *your* political clout
- How to spot “powerless” positions *before* you’re promoted into them
- The importance of the “grapevine”—why you need it and how to use it

What professional women like you say about this SkillPath seminar ...

“Practical suggestions and solutions to everyday issues. I learned a lot, not only how to be assertive but also how to deal with difficult people and difficult situations.”

– Stephanie Harrison, IS Manager
Acucobol

“Really helped me find more appropriate ways to communicate with co-workers. It also helped me identify the positive side of being assertive and controlling aggressive behavior. The trainer made the information humorous and fun.”

– Sammye Sands, Director of Education
Ace Beauty

“I was born assertive—somewhere early on I ‘lost it.’ It was good to hear practical applications for getting that assertiveness back. I look forward to applying that knowledge at home and in the workplace.”

– Maryann Perkins, CEO
Premiums & Specialties

Program Hours:
9:00 a.m. to 4:00 p.m.

Another great reason to attend is our expert trainers ...

Our trainers are superb teachers who bring to their seminars enthusiasm for their subject and a genuine eagerness to help women gain the skills they need to be assertive, effective communicators. Loaded with humor, understanding and practical tips, this presentation will equip you with new insights and skills you’ll put to work right away, in every area of your life.



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 women serious about success ...

SkillPath trains thousands of achievement-oriented professional women 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. 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 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 the 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 one 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 six short hours, 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 seminar 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?

We Guarantee Results!

If you're not happy, we're not happy. Go back to work and apply the new 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!

Five easy ways to register:

By phone

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

On-line

Enrol on-line at www.skillpath.ca

By e-mail

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

YES, I can't wait to attend

Assertive Communication Skills for Women

Please fill in the city and date where you'll attend

Workshop city: _____

Workshop date: _____

Workshop city: _____

Workshop date: _____

Workshop city: _____

Workshop date: _____

Workshop city: _____

Workshop date: _____

Your Preferred Customer Number: _____

Your VIP Number: _____

Please fill in the spaces above with the information that appears on your mailing label.

SkillPath's **FREE** e-newsletter—get it today! Our e-newsletter brings some of the greatest ideas from SkillPath's most popular courses right to your desktop or laptop. It's easy, it's free—and it has something for everyone in your organization: Skill-building articles, software tricks, seminar schedules and special discounts. Subscribe yourself—and all the key members of your staff—today at www.skillpath.ca.

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 for easy on-line registration.
3. Or send your enrolment to us by e-mail at 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 \$10 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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Name and Title _____ Program No. _____
E-mail Address _____

Ms. _____
Name and Title _____ Program No. _____
E-mail Address _____

Ms. _____
Name and Title _____ Program No. _____
E-mail Address _____

Ms. _____
Name and Title _____ Program No. _____
E-mail Address _____

Please list additional registrations on a separate sheet and attach.

Mr. _____
Ms. _____
Approving Supervisor _____ Title _____

Organization _____

Mailing Address _____

City, Province, Postal Code _____

Telephone _____ Ext. _____

Fax _____

Payment Information (Please pay before the seminar. Enrolment fee payable in Canadian funds.):

Goods and Services Tax registration number 896 977 436RT

Confirming phone registration: # _____ Charge to: MasterCard Visa AmEx

Cheque enclosed payable to: **SkillPath Seminars**
Mail to: SkillPath Seminars, P.O. Box 997, Mission, KS 66201-0997 USA Card number _____

Cheque # _____ Cheque amt. _____ Expiration date _____

Purchase order attached: # _____ Signature _____

Invoice my organization
Attention: _____



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**How
to Enrol**

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On-line: www.skillpath.ca

By Mail: Complete and mail enrolment form to:

By E-mail: enroll@skillpath.com

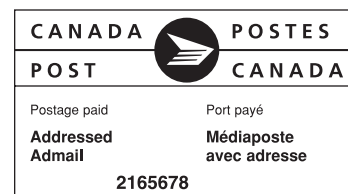
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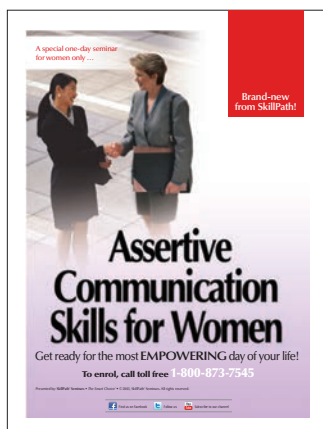


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