

**Your credibility is on the line every time you communicate.**

Introducing 2 intensive days of training guaranteed to help you communicate with professional polish!

# How to Communicate With Tact, Professionalism, and Diplomacy

Learn the secrets to being seen as a polished, influential professional who garners respect and builds positive relationships with ease.

- Are you sabotaging yourself? Habits that could be robbing you of your communication power
- Keys to being a direct communicator without coming across as blunt or uncaring
- Secrets to appearing professional and confident, even when you feel nervous and uncertain
- How to establish instant rapport with someone you just met
- Techniques for “reading” others so you communicate with their needs in mind
- Communicating in conflict: critical considerations that’ll keep you from making a terrible mistake
- Assertiveness techniques that help you get what you want ... without alienating others
- Techniques for persuasive communication when you need to get others’ buy-in

***And more – see page 4 for your complete workshop agenda***

## Special Section: Communicating via Technology

How e-mail and texting have helped ... and hindered ... communication in the workplace

Enroll online at [www.NationalSeminarsTraining.com](http://www.NationalSeminarsTraining.com) or call 1-800-258-7246.

This program is part of the STAR12 Unlimited Learning Network. Learn more about STAR12 on page 5.

# People judge you by how you communicate.

Learn the secrets to coming across as positive, credible, friendly, and professional ... and watch your results soar!

## Your Guarantee of Complete Satisfaction

Our single, crystal clear objective in presenting **How to Communicate With Tact, Professionalism, and Diplomacy** is to equip you with the powerful communication skills that will make a real difference in your professional and personal life. The communication strategies, techniques, and tips you'll learn will improve the results of every exchange you'll have from now on.

We so firmly believe that this is the best and most comprehensive communication workshop of its kind that we stand behind it with our 100-percent money-back guarantee. If for any reason you are not completely satisfied with the return on your investment, we'll refund your money in full. Guaranteed!

**"I learned VERY PRACTICAL tips for improving my communication skills."**

– L. Ramtallie, Critical Support Analyst

**"A very rewarding and challenging seminar. I feel more confident about my newly refined communication skills after this highly effective workshop!"**

– L. Norman, Communications Representative

**"Insightful and enlightening ... and FUN!"**

– Anita Barrett, Case Manager

It's a fact: The ability to communicate effectively can make or break your career. Don't believe it? Consider this staggering statistic from a survey of U.S. businesses: **"Inability to communicate" and "poor communication skills" were listed as the top reasons for employees not succeeding on the job.**

That probably comes as no surprise to you, because as a professional today you've seen time and again how people who have first-rate communication skills go farther faster in their organizations than those who don't. But contrary to popular belief, the ability to communicate with finesse and diplomacy isn't a gift that some are born with and the rest of us lack. It's a skill that can be learned and mastered, just like any other skill.

## THIS TRAINING OFFERS THE EASIEST, MOST EFFECTIVE WAY TO BUILD ESSENTIAL COMMUNICATION SKILLS

**In today's highly competitive business environment, effective, diplomatic communication is a skill that must be mastered if you intend to get ahead and stay there.**

**How to Communicate With Tact, Professionalism, and Diplomacy** is a powerful workshop that combines all facets of on-the-job interpersonal communication – from speaking to writing to listening to presenting – and shows you step-by-step how to master them.

This intensive two days of communication training boils down tons of information into "the most important of the most important" so you learn the powerful techniques, tools, and strategies that will make the most significant impact on your effectiveness.

**For example, you'll learn ...**

- Expert techniques for exerting influence on the actions and attitudes of others
- How-to's for communicating diplomatically in a variety of tough situations
- Strategies for opening the lines of communication to end energy-draining feuding and infighting in your department
- Presentation skills that will make you a standout in meetings
- How to make sure your e-mails and reports get better results

## STOP LEARNING THE HARD WAY THROUGH TRIAL AND ERROR!

The truth is that most of us haven't had the opportunity to learn the essential communication skills taught in this comprehensive workshop. Instead, we stumble along doing the best we can and sooner or later, we open mouth, insert foot!

You've been there, right? Whether you spoke too soon and said something you didn't mean to, communicated bad news in a way that caused morale to plummet, or found yourself blindsided by a question in a meeting, you've undoubtedly been in situations where you said the wrong thing and regretted it later.

We all have. And it's only because you didn't have the communication skills you needed to handle the situation more diplomatically. As a result, your work relationships may have suffered in the past, coworkers may have formed grudges against you, and your projects missed deadlines because your people couldn't get along.

## BECOME A HIGHLY RESPECTED, HIGHLY INFLUENTIAL, HIGHLY SUCCESSFUL COMMUNICATOR!

Attend this intensive two-day communication workshop and you can say good-bye to misunderstandings and miscommunication once and for all! Imagine how great it will feel – and how your career will benefit – when you suddenly have the ability to get your point across powerfully but diplomatically, when you're understood every time you speak, when you're respected by colleagues for your communication savvy.

Whether you're a manager, supervisor, sales rep, attorney, technician, or HR professional, the degree of career success you enjoy is virtually dictated by your skills in communicating with others on the job. **How to Communicate With Tact, Professionalism, and Diplomacy** is guaranteed to help you communicate more powerfully, more diplomatically, and more effectively with every encounter.

# 12 Very Important Ways You'll Benefit From Attending

1. Say good-bye to misunderstandings and miscommunications that have crippled past working relationships.
2. Diplomatically handle tough situations and difficult people by knowing exactly "what to say when."
3. Shine in meetings by presenting your ideas powerfully and confidently.
4. Deal effectively – and quickly – with those who challenge or put you down in front of others.
5. Never again find yourself wishing you could take back a statement that just flew out of your mouth.
6. Convey the exact message you intend to communicate through e-mail, voice mail, and fax.
7. Stop the resend, redo, and rework cycle with practical how-to's that prevent miscommunication.
8. Establish immediate rapport with co-workers, clients, or other professionals you meet.
9. Avoid words and phrases that rob your message of its credibility and brand you as a "lightweight."
10. Deliver bad news, "nos," and "sorrlys" with tact.
11. Give criticism in a way that promotes positive behavior change instead of creating resentment or anger.
12. Smooth over hard feelings and prevent grudges from being formed with "damage control" tactics.

# Your Comprehensive 2-Day Agenda

Workshop Hours: 9 a.m. to 4 p.m. Registration begins at 8:30 a.m.

## I. Communicating With Diplomacy and Finesse

- Why today's changing workplace demands tact and diplomacy in the communication of all professionals
- How strong interpersonal skills will magnify your personal power dramatically
- Words and phrases that will get you in trouble every time – and better options to replace them
- Where communication typically breaks down between people
- Explore your personal pattern of communication behavior; in what situations are you likely to feel powerful, overpowering, powerless?
- Damage control strategies for getting your foot out of your mouth when you've made a statement you regret

## II. Creating the Image of a Professional, Powerful Communicator

- Take advantage of your personal strengths and communication pluses
- How to ensure that your communication style is serving your professional image
- Avoid speaking habits that automatically brand you as a "lightweight"
- Tips for controlling your body language and gestures to communicate the message you want
- How to appear poised and confident even when you're not
- The secret for making a dynamic impression in those crucial first few seconds

## III. Listening Skills That Can Double Your Communication Effectiveness

- Listening: the most powerful – and underused – communication tool
- When silence is power: how to use it to gain information from others
- Reflective listening/responding – how to harness the 4 key skills of master listeners
- What to do when the person you're listening to just can't seem to get to the point

## IV. Communicating With Tact in Difficult Situations – and With Difficult People

- What to say when: scripts to get you through a variety of tough situations, including delivering bad news
- How to deal verbally with backstabbing, ridicule, and the aggressive tactics of others

- What to do when you're challenged or put down in front of others
- Tips for quickly defusing explosive or tense situations

## V. How to Build Rapport, Strengthen Work Relationships, and Achieve Respect

- Smart ways to build strong and supportive alliances with other departments
- Develop critical rapport builders that help you connect with others immediately
- Make sure you get credit for your contributions – 6 ways to toot your own horn without bragging
- Recognize and tap into the informal channels of information
- The power of gossip and why you should never ignore it or pass it on

## VI. Presentation Skills That Enhance Your Credibility

- The first step: determining what you want to accomplish with your presentation
- How to channel your nervous jitters into energy you can use in your delivery
- Strategies for establishing your credibility quickly
- How to capture your audience's attention immediately
- 4 ways to make a dynamic impression at meetings

## VII. SPECIAL SECTION: Exuding Professionalism in Your Writing – Even E-mails!

- Why a casual tone is key to today's business communication – and tips for achieving it
- Avoid the most common mistakes made in writing e-mails and memos
- Editing musts for concise, error-free writing
- E-mails: the importance of accuracy and professional tone even in informal correspondence and messages
- How e-mails and texting have complicated communication in the workplace

## VIII. Communicating to Persuade and Influence

- How to clear your path of the most common obstacles to getting your point across
- Tips for presenting your point of view in a way that will generate respect
- Negotiation strategies the pros rely on for success
- Don't cave in! How to identify what you want and get it while keeping working relationships strong
- When they just won't see it your way: understanding your options

## Are You Ever Faced With These Communication Challenges?

### Do you ever ...

- Wish you were more articulate during exchanges with other professionals?
- Find your team projects suffering communication breakdowns?
- Feel angry because someone put you down or challenged you in front of others?
- Get cut off in mid-sentence in meetings?
- Have difficulty building rapport with new coworkers, clients, or others you meet professionally?
- Feel your job would be much easier if people you worked with could get along?
- Have a tough time getting others to buy into your ideas?
- Wonder if you're speaking English when you give instructions and get blank stares?
- Get the feeling that others aren't listening to you?
- Fumble for the right words when asked a question unexpectedly in a meeting?
- Wish your presentations were more polished and professional?
- Butt heads with the same uncooperative person time and again at work?
- Feel out of control when employees are angry or verbally abusive?
- Dread delivering bad news to employees, supervisors, or clients?
- Resent it when someone "steals your thunder" in a meeting?
- Envy other professionals who express their ideas with such confidence and power?

If any of these communication challenges sound all too familiar, you don't want to miss this workshop. After all, your success is virtually dictated by your skills in communicating with others on the job. **How to Communicate With Tact, Professionalism, and Diplomacy** offers the solutions you need to succeed! Enroll today and reap the personal and professional benefits that will come your way when you master the communication essentials taught in this exclusive workshop.

## Join STAR12 Today – And Save \$100!

Get a full year of unlimited access to EVERY seminar in the STAR12 Network ... for one ultra-low membership fee!



STAR12 gives you UNLIMITED access to every seminar in the vast STAR12 Learning Network for 12 full months. Plus, you also get incredible 24/7 access to the best online learning and professional development resources on the Web through the STAR12 Online Learning Library.

It's a great value and a smart way to make sure you have the skills and knowledge you need to achieve unlimited career success! Learn more at [www.joinSTAR12.com](http://www.joinSTAR12.com).



**Save \$100 on Your Membership!**  
Join STAR12 for only ~~\$599~~ \$499 – and attend **How to Communicate With Tact, Professionalism, and Diplomacy** for FREE!

Become a STAR12 member today for only \$499 ... that's \$100 off the standard STAR12 Gold membership fee. Your STAR12 membership entitles you to attend **How to Communicate With Tact, Professionalism, and Diplomacy** – and every other seminar in the STAR12 Network – for FREE for one full year. Plus, you get 24/7 access to the STAR12 members-only online learning Web site.



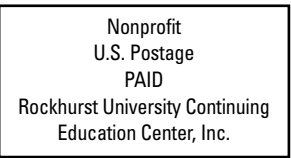


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*Details on page 5.*

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