



# Programs

## HOW TO LISTEN SO PEOPLE CAN HEAR YOU

*"The single biggest problem in communication is the illusion that it has taken place."*

This quote from George Bernard Shaw still describes the fundamental problem with the current state of day to day communication. Your work with colleagues, managers, vendors, customers and suppliers requires you to be able to communicate effectively, yet communication has never been more difficult. We have to contend with all of the various generational differences in communication styles among many other roadblocks.

In this highly interactive and fun session, Laurie Brown will provide tools and techniques to help you build rapport, trust, and dynamic listening skills to become an effective communicator.

We'll cover:

- How first impressions are formed and why this is so important
- The elements that help you build rapport and trust
- Listening to understand with empathy
- How to paraphrase so that people feel heard
- Using questioning skills to get to the heart of the matter

*This session will help you with all your professional and personal relationships.*

## WHY ARE YOU SO HARD TO TALK TO?

In this highly interactive session we will look into four common communication styles (or preferences) and why some people are more challenging to communicate with than others.

We'll cover:

- Determining your communication style preference
- The traits of your communication style
- The best practices for communicating
- What you should absolutely avoid doing at all costs
- Why some people are more difficult than others
- How to have empathy in even the most difficult situations

*This session will help you with all your professional and personal relationships.*

## **YOU MADE A MISTAKE, BUT NOW I AM YOUR BIGGEST FAN!**

Instead of thinking of mistakes as the end of your relationship with your valued customers, think of them as opportunities and learn how to turn them to your advantage. Studies have shown that a quick and effective resolution to a customer's problem will create a more loyal customer than if the entire experience went smoothly.

We'll cover:

- Learning the two levels of problems and how to use this to improve customer service
- Six simple steps to resolve issues
- How to create an experience that your customer will share

Don't pass up this opportunity to learn how to effectively resolve your customer's issues. These proven techniques will turn them into loyal customers who will tell their friends about how great you are.

*This session will help you provide exceptional customer service.*

## **ARE THEY SNORING IN THE BACK ROW?**

In the business world, you need to deliver your message effectively by creating a dynamic, high-impact business presentation. Learn techniques to connect with your audience and keep them engaged with you and your message.

Do you use PowerPoint as a crutch? Do you give the same speech no matter who is in your audience? Do you want to take your presentations to the next level? This session will address these issues and help you to get that next level.

We'll cover:

- The simple formula for an effective speech
- How to be perceived as credible
- Techniques to connect with your audience
- How to relax and let the best of you be seen and heard

*This session will help you be a confident and effective presenter.*

**These programs can be 60 minute breakout sessions, full day workshops, or two day workshops, depending on your needs.**