

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that--our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

Using Emotional Potential Effectively

Are you mystified by your emotions? Unclear why you behave the way you do? Wondering how others control their emotions?

Psychologist Dr. Daniel Goleman invented the concept of emotional intelligence (EQ), which is based on recent discoveries in psychology and neurobiology. Dr. Goleman measured the professional success of Harvard graduates over several years and determined that your IQ (intelligence quotient) is important, but it is your EQ that is even more critical.

In this course, you will explore the role your emotions play in your perception of the world, your personal relationships and your performance at work. You will learn that your emotions can help you—provided you understand and master them. By improving your EQ you increase your flexibility and your ability to listen, adapt and change, plus, reduce stress considerably.

How You Will Benefit

- Understand the role and importance of your emotions
- Learn practical techniques for mastering your emotions
- Use your emotions to improve the way you deal with change
- Create positive relationships with others and avoid conflicts
- Develop positive, lasting, successful working relationships
- Reduce stress associated with negative feelings
- Gain a better understanding of yourself and others and enjoy more positive relationships