Is your body language HELPING or HURTING YOU?

$275 OFF ANY AMA SEMINAR
For details see page 1

10 Powerful Body Language Tips
by Carol Kinsey Goman, PhD
See page 15
Your body language sends strong signals about your credibility and competence—so you need to be aware of how to use it to your advantage. Equally important is how the right body language can make you feel more powerful and confident, increase your ability to stay strong under pressure, and help you embrace tough communication challenges.

AMA seminars help you develop and practice not only the most effective body language, but the best verbal, interactive, written, listening and presentation skills, along with a range of other vital competencies.

**Watch your confidence grow as you build these essential skills for success. Start with our most popular courses:**

- **How to Communicate with Diplomacy, Tact and Credibility**  
  Page 2

- **Responding to Conflict: Strategies for Improved Communication**  
  Page 8

- **NEW! Mastering the Art of Critical Conversations**  
  Page 8

- **NEW! Communicating Across Generations: Bridging the Gap**  
  Page 14

- **How to Be a Successful Manager as an Introvert**  
  Page 29

AMA has been named one of the 2017 TOP 20 LEADERSHIP TRAINING COMPANIES by Training Industry, Inc., our 8th consecutive year to have received this award.

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Table of Contents

**TOP 10 BESTSELLERS**

How to Communicate with Diplomacy, Tact and Credibility .................................................. 2
Building Better Work Relationships: New Techniques for Results-Oriented Communication .......... 4
Communicating Up, Down and Across the Organization ......................................................... 5
Getting Results Without Authority ............................................................................................. 12
Strategies for Developing Effective Presentation Skills ............................................................... 16
Effective Executive Speaking ...................................................................................................... 17
AMA’s 2-Day Business Writing Workshop ................................................................................... 20
Assertiveness Training for Women in Business .......................................................................... 24
The 7 Habits of Highly Effective People® Signature Edition 4.0 .................................................. 27
The 5 Choices to Extraordinary Productivity™ .......................................................................... 28

**INTERPERSONAL SKILLS**

How to Communicate with Diplomacy, Tact and Credibility .................................................. 2
Building Better Work Relationships: New Techniques for Results-Oriented Communication .......... 4
Communicating Up, Down and Across the Organization ......................................................... 5
The Voice of Leadership .............................................................................................................. 6
Advanced Leadership Communication Strategies .......................................................................... 7
Communication and Interpersonal Skills for Technical Professionals ........................................ 7
Responding to Conflict: Strategies for Improved Communication .............................................. 8
NEW! Mastering the Art of Critical Conversations ..................................................................... 8
Interpersonal Skills for Managers ............................................................................................... 9
NEW! Effectively Communicating in the Moment .................................................................... 9
Developing Effective Business Conversation Skills .................................................................. 10
Communicating with Confidence ................................................................................................ 10

**PRESENTATION AND FACILITATION**

Strategies for Developing Effective Presentation Skills ............................................................... 16
Effective Executive Speaking ...................................................................................................... 17
Presentation Skills Workshop ..................................................................................................... 18
How to Turn Data Into Compelling Visual Presentations .......................................................... 18
The Effective Facilitator: Maximizing Involvement and Results ................................................ 19
AMA Communication Certificate ................................................................................................. 19

**BUSINESS WRITING SKILLS**

AMA’s 2-Day Business Writing Workshop ................................................................................... 20
NEW! Business Writing Made Simple ......................................................................................... 20
NEW! The “Write” Way to Lead: Powerful Tools to Create Impact and Inspire Performance .......... 21
Effective Technical Writing ........................................................................................................ 21
Business Writing for the Multilingual Professional ................................................................... 22
AMA’s Business Grammar Workshop ......................................................................................... 22

**ASSERTIVENESS TRAINING**

Assertiveness Training for Managers ......................................................................................... 23
Assertiveness Training ................................................................................................................ 23

**BUSINESS EXCELLENCE FOR WOMEN**

Assertiveness Training for Women in Business ......................................................................... 24
Executive Presence for Women .................................................................................................... 25
Leadership Development for Women .......................................................................................... 25
Women Only Sessions ................................................................................................................ 26

**BUSINESS ENHANCEMENT SKILLS**

The 7 Habits of Highly Effective People® Signature Edition 4.0 .................................................. 27

**The 5 Choices to Extraordinary Productivity™**

- How to be a Successful Manager as an Introvert ..................................................................... 28
- Managing Emotions in the Workplace: Strategies for Success ................................................ 29
- Time Management .................................................................................................................... 30
- Making It All: How to Stay Focused and Engaged ................................................................... 32
- Mindful Leadership: Cultivating Excellence from Within ........................................................ 32

**Save $275 on any AMA seminar**

Register by November 30, 2017*
Mention code LJL6

**1-Day Workshop**

- AMA Classroom
- Live Online Seminar

AMA Blended Learning—a dynamic and effective blend of live training, online tools, resources, and events that provides the foundation for greater subject mastery and measurable performance metrics to back it up.

AMA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.nasbaregistry.org. For additional information or for more information regarding administrative policies such as complaints and refunds, please contact Martha Leon at 212-903-8173.
How to Communicate with Diplomacy, Tact and Credibility

Become one of those people who always know the right thing to say.

- **Make yourself promotable.** Learn to be poised and professional under pressure.
- **Build a great reputation** for responding positively to criticism.
- **Be brave.** Take the honest and direct route to the top.
- **Flex your style** to handle stressful situations with ease.

How well you communicate directly influences how others view your work and performance. Now you can get the skills to flex your style, learn to be poised and professional under pressure, and build a great reputation for responding positively to criticism.

Get ready to learn proven techniques that can work for you in any business interaction, and tap into the power of your unique communication style, leading to powerful connections and lasting results.

**BENEFITS OF ATTENDING**
- Apply diplomacy and tact to be a credible and effective communicator
- Manage the impact your communications have on your image
- Define your communication style
- Develop better listening skills
- Understand the importance of perceptions
- Explore communication style differences and learn to flex your own style
- Recognize the impact of stress on communications and be able to adjust for it
- Know what makes effective communication and develop the skills to model it

“I learned some valuable and practical ideas and will be able to implement them into my work. I liked the format of lecture interspersed with discussion and active participation by the students in discussing ideas.”

—Shannon C. ★★★★★

[VIEW CLASSROOM EXPERIENCE](www.amanet.org/2206)
TOPICS COVERED

The Importance of Perception
• Understanding how perception and image can impact others’ perception of you and your performance
• Recognizing how diplomacy, tact, and credibility are demonstrated through good communication

Communication Style Differences
• Knowing how style impacts the image others have of you
• Completing the Insight Inventory® to better understand how style affects your communication effectiveness
• Flexing your style to gender, generation and position
• Recognizing the impact of stress

Effective and Powerful Communication
• Identifying and removing the roadblocks to effective communication
• Knowing how to positively impact the visual, verbal and vocal components of communication
• Understanding nonverbal communication as a critical part of the communication process

Effective Listening Skills
• Applying good listening skills in order to communicate with diplomacy, tact and credibility
• Using good listening skills to build and improve your image

Diplomacy, Tact and Credibility
• Defining the five actions that make for credible communication
• Identifying how “hot buttons” make you lose diplomacy and tact—and credibility

WHO SHOULD ATTEND
Business professionals who want the skills to communicate in a positive, professional manner no matter what the situation.

FACULTY SPOTLIGHT*
Paul Kimmerling provides learning programs and coaching to maximize organizational and individual capacities to manage transitions, communicate and collaborate, and develop and maintain performance. He also designs and facilitates business events and conversations. Mr. Kimmerling has developed practical tools and programs that increase self-awareness, improve decision making and build resiliency toward workplace stressors.

*This seminar is also taught by other experts in the field.
Building Better Work Relationships
New Techniques for Results-Oriented Communication

Don't let your work relationships work against you. Now, discover the basic competencies critical to solid work relationships—and career success.

In today's complex business environment, differences are a positive force within an organization. And it all starts with you. This seminar will prepare you to become a “conscious communicator.” You’ll return to work better able to build constructive and beneficial workplace relationships by learning how to analyze situations and consciously select and use productive communication strategies.

BENEFITS OF ATTENDING
• Build better rapport and gain trust
• Develop flexibility to handle any situation
• Avoid mistakes and conflicts
• Influence and motivate others
• Use direct and indirect messages accurately
• Build your self-esteem as you discover a new self-awareness
• Identify strengths, weaknesses and opportunities
• Understand the roles of values, beliefs, attitudes, perceptual processes and emotional intelligence
• Master the keys to excellent communication: observe, listen, analyze, plan, communicate

TOPICS COVERED
Effective Workplace Relationships
• Behaviors that support or undermine these relationships
• Assessing your relationships

Communication and Perceptions
• Trustbusters and how to fix them
• The five axioms of conscious communication
• Mirroring and rapport

Investigating Emotions and Emotional Intelligence
• Social and multiple intelligences
• Assessing your multiple intelligences
• Five domains of emotional intelligence

Building Better Relationships with Ourselves and Others
• Perception, world view, emotional intelligence—and you
• Self-awareness, self-esteem and self-concept
• Work styles—and how to flex them

Relationship Building
• Managing assumptions in order to build trusting relationships
• Consciously building trust at work
• Developing a positive attitude
• Eliminating the “attitude virus”

Expressing Needs Within Relationships
• Performing an interpersonal needs inventory
• The shape and sound of assertiveness
• Completing an influential SWOT (Strengths, Weaknesses, Opportunities, Threats) profile

Relational Communication
• Identifying your communication style
• Sharpening verbal and nonverbal behaviors and skills
• Applying direct and indirect messages
• Using feedback and questioning skills

Relational Listening
• Listening barriers and their impact on effective workplace relationships
• A listening improvement map
• Asking good questions
• Applying active and reflective listening
• Best practices for giving or seeking feedback

Addressing Relational Change and Conflict
• Selecting your conflict-resolution style
• Resolving conflicts assertively
• Selecting your conflict-resolution style
• Resolving conflicts assertively
• Developing and practicing a conflict-resolution plan

WHO SHOULD ATTEND
Business professionals who want to use effective communication and relationship management to maximize impact, productivity and results.

Ron Reich has an extensive background in training design and delivery, plus human resource experience, which enables him to bring a real-world perspective to the workshops he facilitates. He focuses on the importance of applying learning back on the job and how behavior change can result in improved business results.

Mr. Reich holds a business degree and a master’s degree in Human Resource Management.

*This seminar is also taught by other experts in the field.

REGISTER TODAY! www.amanet.org/2235

FACULTY SPOTLIGHT*

Ron Reich

Ron Reich has an extensive background in training design and delivery, plus human resource experience, which enables him to bring a real-world perspective to the workshops he facilitates. He focuses on the importance of applying learning back on the job and how behavior change can result in improved business results.

Mr. Reich holds a business degree and a master’s degree in Human Resource Management.

*This seminar is also taught by other experts in the field.
Get heard—regardless of where you sit in the organization.

It can happen at a moment’s notice: you need to communicate a new idea to senior managers, influence your colleagues to support your proposal or inspire direct reports to make a change. Are you prepared to communicate with anyone in your organization? Do you know how to analyze your audience? Can you frame your message so that people feel connected to you? You’ll focus on the specific communication skills and competencies necessary to build mutual understanding and connectivity with others, regardless of your role. You’ll also discover influence strategies and learn how to critically evaluate each unique communication event.

**BENEFITS OF ATTENDING**
- Analyze your audiences and situations and plan your message
- Create processes to frame your message to specific audiences
- Apply strategies to influence and motivate others throughout the organization
- Understand how communication can impact how much influence you have
- Exhibit a strong sense of self-confidence with your peers, direct reports and managers

**TOPICS COVERED**
**Solving Real Workplace Communication Issues**
- Recognizing the role of communicating in developing influence and improved productivity
- Identifying your specific workplace up/down/across communication challenges as focal points

**Putting the Best “You” Forward**
- Exhibiting a strong sense of confidence and external image
- Creating and maintaining trust and credibility with others
- Applying strategies to build and use rapport with colleagues

**Targeting Your Message to the Situation**
- Identifying the best uses of various communication technologies
- Adapting messages to situational dynamics
- Planning effective messaging in teams when up/down/across members are present

**Framing the Message**
- Applying message-framing strategies to create an open and responsive communication environment
- Assessing influencing preferences and situational needs to impact personal persuasive ability
- Practicing how to deliver messages that promote clear and productive communication

**Motivating and Influencing Throughout the Organization**
- Building productivity by applying up/down/across motivational communication strategies
- Evaluating and practicing various motivational and presentation formats

**WHO SHOULD ATTEND**
Business professionals who speak to audiences across organizational boundaries.

**Who is the Presenter?**
Susan Mason provides clients with training, consultative and instructional design services to help them improve and expand their communication skills. She has also created corporate speakers bureaus, delivered interactive video-based training programs, designed organization-specific instructional video and developed curriculum and instructional materials for adult education programs. Ms. Mason has more than 20 years of experience as an educator and trainer.

**REGISTER TODAY!** www.amanet.org/2203

**2-Day Classroom Schedule**
1.2 CEUs/12 PDUs/14 CPE/12 PDCs

$2,195/AMA Members $1,995
AMA Members save $200

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 2-3</td>
<td>New York, NY</td>
<td>2203-JW-00519</td>
</tr>
<tr>
<td>Nov. 16-17</td>
<td>Denver, CO</td>
<td>2203-JW-00521</td>
</tr>
<tr>
<td>Nov. 30-Dec. 1</td>
<td>Chicago, IL</td>
<td>2203-JW-00522</td>
</tr>
<tr>
<td>Dec. 4-5</td>
<td>New York, NY</td>
<td>2203-JW-00523</td>
</tr>
<tr>
<td>Dec. 7-8</td>
<td>Atlanta, GA</td>
<td>2203-JW-00524</td>
</tr>
<tr>
<td>Dec. 14-15</td>
<td>San Francisco, CA</td>
<td>2203-JW-00525</td>
</tr>
<tr>
<td>Dec. 18-19</td>
<td>Arlington, VA</td>
<td>2203-JW-00526</td>
</tr>
<tr>
<td>Jan. 25-26</td>
<td>Los Angeles, CA</td>
<td>2203-JW-00529</td>
</tr>
<tr>
<td>Feb. 5-6</td>
<td>Arlington, VA</td>
<td>2203-JW-00533</td>
</tr>
<tr>
<td>Feb. 12-13</td>
<td>New York, NY</td>
<td>2203-JW-00532</td>
</tr>
<tr>
<td>March 8-9</td>
<td>Chicago, IL</td>
<td>2203-JW-00530</td>
</tr>
<tr>
<td>March 12-13</td>
<td>San Francisco, CA</td>
<td>2203-JW-00535</td>
</tr>
<tr>
<td>March 22-23</td>
<td>Lake Buena Vista, FL</td>
<td>2203-JW-00527</td>
</tr>
</tbody>
</table>

**4-Lesson Live Online Schedule**
1.2 CEUs/12 PDUs/14 CPE/12 PDCs

$2,095/AMA Members $1,895
AMA Members save $200

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. 30-Nov. 8</td>
<td>New York, NY</td>
<td>2203-JW-00518</td>
</tr>
<tr>
<td>Jan. 22-31</td>
<td>Arlington, VA</td>
<td>2203-JW-00528</td>
</tr>
<tr>
<td>March 19-28</td>
<td>Chicago, IL</td>
<td>2203-JW-00536</td>
</tr>
</tbody>
</table>

**Recommended CPE Credit:** 14 hours/Basic

**Prerequisites:** None

**Advance Preparation:** Online pre- and post-assessment

**Delivery Method:** Group Live/Group Internet-based

**Field of Study:** Communication

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"I learned so much from this training...very helpful! I enjoyed the 2-day training class, and met people who have similar concerns at their workplace, either managing teams, working with upper management or working with team members. This is a great class to join!" — Antonette (Nancy) C.
The Voice of Leadership: How Leaders Inspire, Influence and Achieve Results

People need to hear what you have to say.

This fast-paced, results-oriented seminar is uniquely designed to strengthen your leadership communication skills. You'll learn practical techniques to shape your leadership messages, hone an authentic leadership voice and engage in powerful conversations that achieve results.

**People need to hear what you have to say.**

This fast-paced, results-oriented seminar is uniquely designed to strengthen your leadership communication skills. You'll learn practical techniques to shape your leadership messages, hone an authentic leadership voice and engage in powerful conversations that achieve results.

**BENEFITS OF ATTENDING**

- Become a more effective communicator—and leader
- Build greater buy-in, trust and loyalty
- Demonstrate grace under fire and defuse tension
- Overcome resistance to change
- Motivate followers and inspire them when giving speeches and presentations
- Rally support in difficult situations

**TOPICS COVERED**

The Voices of Effective Leaders—Past and Present

- Describing typical leadership challenges and assessing how well you use the language of leadership
- Identifying five traits of effective leaders as communicators and assessing how well you demonstrate those traits

Finding Your Leadership Voice

- Learning the two components of a leader's voice
- Describing several leadership styles and describing your dominant style

Crafting a Compelling Message that Influences, Inspires, and Produces Results

- Pinpointing the desired results of your leadership message by using a results matrix
- Shaping your leadership message

Getting the Attention and Understanding of Those You Wish to Lead

- Exploring ways to get and hold attention
- Ensuring understanding
- Knowing how to have presence
- Using stories to rivet audience attention

Setting the Direction for Others

- Communicating a clear mission and inspiring vision and values
- Delegating authority in ways that prompt others to take responsibility

Inspiring Others to Do Their Best

- Lighting a fire in the hearts of others
- Recognizing what drives motivation

Influencing Buy-in and Committed Action

- Choosing the most effective strategies for Improved Performance
- Influencing without direct authority

Coaching, Counseling and Mentoring for Improved Performance

- Stimulating and guiding authentic coaching, counseling and mentoring sessions

Addressing Tough Situations in Ways that Defuse Tension

- Handling conflict and hostile disputes

WHO SHOULD ATTEND

- Experienced managers and executives and anyone expected to provide leadership.
- Those who are expected to provide leadership.

**REGISTER TODAY!** www.amanet.org/2130

**FACULTY SPOTLIGHT**

Lorraine Capuano, PhD, works with senior executives and their teams to focus business strategies, determine gaps in their ability to execute these strategies, and create organizational competencies to meet challenging business goals.

Clients have included Texaco, RJR Nabisco, Wipro, Marsh & McLennan and Mellon Bank, among others. Dr. Capuano has been an adjunct instructor at Corn Society and The OD Network.

**“I thought the training was insightful and full of thought-provoking material. The engagement sessions were excellent and handled effectively. Jennifer was a fantastic leader—her energy and candid approach is enviable!”** —Erica M.
Advanced Leadership Communication Strategies

SEMINAR #2134

Motivate action at every level, and influence even the toughest executives, customers, subordinates and stakeholders.

You’re already successful as a leader and communicator. But now you must exercise greater influence, solve bigger problems and drive unprecedented performance improvements.

BENEFITS OF ATTENDING

- Discover breakthrough communication techniques for driving business value and becoming a more powerful leader
- Master best practices for influencing peers, managers, subordinates, customers and other stakeholders
- Become more effective at handling your specific challenges, from delivering bad news to increasing team motivation
- Communicate confidently in any environment, from spontaneous “elevator pitches” to high-stakes reports and proposals
- Make the most of today’s electronic communication tools
- Deliver powerful messages that win hearts and minds: messages that are short, simple, strong, credible, tailored to your audience and lead rapidly to action

TOPICS COVERED

- Influencing employees, customers, partners and stakeholders, both internally and externally
- Developing the trust, credibility, rapport and relationships you need to deliver superior results
- Building consensus, cohesion, buy-in and team commitment
- Organizing and packaging your message for maximum impact
- Controlling all elements of your message: written, verbal, visual and symbolic
- Choosing the best tools and channels for delivering messages
- Maximizing effectiveness with electronic communications
- Successfully communicating in spontaneous situations

WHO SHOULD ATTEND

Experienced leaders determined to achieve even greater success at the highest levels of their organization.

Visit www.amanet.org/2134 for details about CPE credits.

Communication and Interpersonal Skills for Technical Professionals

SEMINAR #2576

To achieve success, technical professionals must have strong and flexible interpersonal and communication skills in addition to their technical abilities.

This seminar will give you the interpersonal and communication tools you need to ensure mutual clarity and understanding when dealing with others, so you can maximize all your business interactions and achieve your critical goals.

BENEFITS OF ATTENDING

- Recognize and manage differences between you and nontechnical professionals
- Deliver clear messages to nontechnical professionals
- Apply verbal and nonverbal techniques to build understanding
- Develop active listening skills that promote better work relationships
- Get your points across in diverse communication contexts
- Use influencing skills to grow your reputation
- Be able to productively manage conflict

TOPICS COVERED

- Identifying differences between technical and nontechnical professionals
- Strategies to help you get your points across in diverse circumstances
- Strategically applying a communication system to enhance relationships
- Developing active listening skills to promote better work relationships
- Communication strategies to help you achieve your goals
- Productively managing conflict

WHO SHOULD ATTEND

All technical and IT professionals who need to develop their interpersonal and communication skills.

REGISTER TODAY! www.amanet.org/2576

AMA seminars are GSA approved and all AMA programs are available for group training • 1-800-262-9699 • www.amanet.org
Responding to Conflict
Strategies for Improved Communication  SEMINAR #2115

Increase your success by proactively and positively managing conflict.

This seminar will show you how to recognize the causes of interpersonal conflict. It emphasizes skills to help you critically evaluate conflict situations and then choose the appropriate strategies and tools to manage and/or resolve these conflicts. You’ll develop greater awareness of your emotional triggers and how to control them.

BENEFITS OF ATTENDING
• Recognize the underlying causes of conflict
• Map conflict using a five-step approach
• Identify ways to develop flexible responses to personal and professional conflicts
• Practice applying models, techniques and strategies to manage your behavior in conflicts
• Implement strategies to improve your communication and effectively respond to conflict

TOPICS COVERED
• Applying strategies for responding to conflict
• Understanding the role of trust in minimizing conflict
• Exploring conflict strategies
• Moving beyond conflict
• Dealing with difficult behavior
• Mapping the conflict
• Using skills to address emotionally tense conflicts

WHO SHOULD ATTEND
Business professionals who want to expand their conflict management skills, understand their own emotions and behaviors when addressing conflict, and find productive ways to manage conflict.

REGISTER TODAY! www.amanet.org/2115

Mastering the Art of Critical Conversations
SEMINAR #2146

Face up to high-stakes or emotional conversations with results-oriented skills.

If you’re like most people, you run into trouble when conversations turn from routine to crucial. Your body’s natural fight-or-flight response takes over. The knee-jerk response is to run and dodge the topic, hide behind an email, or just wing it and hope for the best.

Productivity stems from face-to-face communication, as well as your ability to express controversial and risky opinions effectively. Don’t walk away from difficult situations. Attend this course and practice using real-life models to conduct difficult conversations on any topic. You’ll gain the skills and summon the courage to step up, speak openly and honestly, and get results that count.

BENEFITS OF ATTENDING
• Determine your “hot buttons” and take steps to manage your emotions
• Transform relationships by addressing real issues with authenticity
• Openly express opinions that can lead to success and productivity
• Give and receive feedback without negativity
• Develop advance strategies for managing critical conversations as well as getting them back on track

TOPICS COVERED
• Analyzing elements of a critical conversation
• Recognizing your default mode under stress and your preferred conflict style
• Practicing tools to deal with various emotional responses
• Preparing for and practicing different types of critical conversations
• Diagnosing and addressing problems while having critical conversations
• Practicing having critical conversations “on the fly”

WHO SHOULD ATTEND
Anyone who wants to be better prepared to manage critical conversations that can have a significant impact on relationships at work.

REGISTER TODAY! www.amanet.org/2146

Critical Conversations
SEMINAR #2146

As a CAE Approved Provider educational program related to the CAE exam content outline, this program may be applied for 12 Classroom and 12 Live Online credits toward your CAE application or renewal professional development requirements.

“ This was a fantastic class. The instructor was as good as it gets. I feel like I am taking away a lot of great information and tools that will help me in my current position as well as in future endeavors.” —Jason L.
I got a lot of insights during the training, answered most of the questions that I had before the training, created a plan what to do after the training and will share what I learned at the training with the rest of the team at the staff meeting. —Irina T.

Interpersonal Skills for Managers

Improve your communication skills—and every aspect of your working relationships.
Success depends upon the combined cooperation, commitment and action of people—both face to face and across electronic and cyber channels. That's why your interpersonal skills are so critical to your own effectiveness as a manager. This seminar gives you three days of solid learn-by-doing training to sharpen your skills with superiors, peers and subordinates.

**BENEFITS OF ATTENDING**
- Solve problems by clarifying the real issues
- Make tradeoffs without being a pushover on big issues
- Gain support for implementing your plans
- Generate enthusiasm for your ideas and proposals
- Minimize conflict and build group commitment
- Influence others and motivate them to profitable action
- Know when to give criticism and praise to produce results
- Give direction without creating “static”

**TOPICS COVERED**
- Communication and the new workplace
- The power of trust
- How perceptions influence your interaction with others and their responses to you
- Nonverbal and verbal skills: developing and delivering clear messages
- Using listening and feedback skills to build high-performance work relationships
- Developing strategies for constructive performance feedback
- Directing and motivating others
- Assertively and productively managing conflict
- Being a team player: the synergetic impact of all your interpersonal skills

**WHO SHOULD ATTEND**
Managers, team leaders and supervisors who want to maximize their positive impact on others through effective interpersonal skills.

**REGISTER TODAY!** www.amanet.org/2575

**3-Day Classroom Schedule**

1.8 CEUs $2,445/AMA Members $2,195
AMA Members save $250

Dec. 13-15 . . . . . . . . . . New York, NY . . . . . . . . . . 2575-JJW-99597
Jan. 31-Feb. 2 . . . . . . . . . . San Francisco, CA . . . . . . 2575-JJW-99598

Effectively Communicating in the Moment

Feel empowered when called upon to “stand and deliver” in spontaneous moments.
It's happened to all of us—you’re asked unexpectedly during a meeting to give a project update, or are stopped in the hallway with an important question, or are cornered in a challenging conversation. You can’t plan for these unprepared, impromptu moments, but you can take steps to always be confident and ready when they do happen.

Now you can apply preemptive and in-the-moment strategies to excel when communicating in unscripted situations. You’ll learn strategies for managing emotional and physiological responses, along with mental templates to guide and frame your responses. Then you’ll practice five workplace situations where you must effectively meet immediate communication demands. Beyond these hands-on activities, you’ll also receive peer and leader feedback plus insights from a video session that will help you recognize and improve your nonverbal delivery behaviors.

**BENEFITS OF ATTENDING**
- Assess your professional strengths and opportunities when communicating in the moment
- Apply preemptive mindfulness and stress management to bring out your best self
- Employ listener analysis to frame messages
- Use in-the-moment mental templates to organize your thinking
- Integrate impactful nonverbal delivery behaviors into your in-the-moment communication

**TOPICS COVERED**
- Assessing your in-the-moment communication needs
- Reviewing a listener-centered approach to organizing your ideas in the moment
- Starting strong: preemptive emotional/physical tools for stress management
- Learning tools and strategies for rapid communication
- Applying nonverbal behaviors that exude confidence and competence
- Applying new in-the-moment mental templates
- Identifying stalling techniques that don’t erode credibility
- Exploring situational in-the-moment communication
- Recognizing the power of questions to build focused and succinct in-the-moment responses
- Reviewing approaches to use in five common workplace in-the-moment communication situations
- Understanding how social media, texting and emailing relate to in-the-moment communications
- Handling hostile questions assertively and professionally
- Exploring and practicing small talk in social or business networking events

**WHO SHOULD ATTEND**
All business professionals at any point in their careers who need to develop and improve their in-the-moment communication capabilities and confidence.

**REGISTER TODAY!** www.amanet.org/2031

**2-Day Classroom Schedule**

1.2 CEUs $2,195/AMA Members $1,995
AMA Members save $200

Nov. 6-7 . . . . . . . . . . New York, NY . . . . . . . . . . 2031-JJW-00004
Dec. 14-15 . . . . . . . . . . Chicago, IL . . . . . . . . . . . . 2031-JJW-00006
Jan. 29-30 . . . . . . . . . . Arlington, VA . . . . . . . . . . . 2031-JJW-00010
Feb. 12-13 . . . . . . . . . . Atlanta, GA . . . . . . . . . . . 2031-JJW-00005
INTERPERSONAL SKILLS

Developing Effective Business Conversation Skills

SEMINAR #2109

Master conversational skills to get attention and gain credibility.
Are your spoken messages organized and coherent or rambling and unfocused? Do you put off difficult conversations or are you able to work through issues with confidence and empathy? Do you know when to talk, when to listen and when to ask questions?

BENEFITS OF ATTENDING
• Express your ideas completely and succinctly to build rapport
• Leverage conversational dynamics to get results
• Avoid leaving others in “mind reader” mode
• Use conversation as a coaching and performance tool
• Overcome resistance without defensiveness
• Come out a winner in any business conversation

TOPICS COVERED
• Creating a focused and results-oriented conversation goal
• Redirecting conversations that have gone off-track, exiting those that are dragging
• Calibrating language to avoid becoming too specific or too abstract
• Integrating confidence and competence into your conversations
• Listening strategies to gain information and create conversational bridges
• Choosing the right verbal and nonverbal language to create consistent, coherent and targeted messages
• Tools and strategies to plan and demonstrate a specific conversation type
• Assessing conversational style preferences, strengths and weaknesses and flexibility
• Mastering verbal and nonverbal language skills

WHO SHOULD ATTEND
Business professionals at all levels who wish to have more effective conversations.

Visit www.amanet.org/2109 for details about CPE credits.

REGISTER TODAY! www.amanet.org/2109

2-Day Classroom Schedule

1.2 CEUs $2,195/AMA Members $1,995
AMA Members save $200

Nov. 16-17 . . . . . . . . . . . . . . . New York, NY . . . . . . . . . . . . . . . 2109-JJW-00283
Dec. 4-5 . . . . . . . . . . . . . . . . . Dallas, TX . . . . . . . . . . . . . . . . . . . 2109-JJW-00282
March 29-30 . . . . . . . . . . . . . Chicago, IL . . . . . . . . . . . . . . . . . . . 2109-JJW-00285

Communicating with Confidence

SEMINAR #2210

There’s no shortage of ways to communicate quickly in the 21st century.
But what happens face to face when you need to find the right words and communicate them in the right way? There’s no substitute for in-person, one-on-one communication. This intensive, skills-building “boot camp” will give you a practical, hands-on experience in business communication. You’ll be well on your way to developing the confidence and capabilities you need to establish yourself in the business world—and keep moving ahead throughout your career.

BENEFITS OF ATTENDING
• Understand why effective communication is vital to your success
• Identify the choices that drive the success or failure of any communication
• Optimize existing skills while overcoming your limitations
• Improve work relationships by reducing misunderstandings
• Choose the most effective language to handle even the most difficult circumstances
• Connect with people whose communication styles are different

TOPICS COVERED
• Identifying your communication style, strengths and limitations
• Defining the characteristics of effective and ineffective communication and listening skills
• Empathizing to defuse emotionally charged situations
• The four primary communication styles and accommodating the needs of each
• Using nonverbal communication proactively
• Structuring your message
• Managing an interaction so that the discussion goals are achieved
• Knowing the cause and effect of common communication breakdown

WHO SHOULD ATTEND
Those interested in enhancing their fundamental verbal communication skills, including coordinators, specialists, analysts, consultants, associate managers, project managers and leadership-track administrative professionals.

Visit www.amanet.org/2210 for details about CPE credits.

REGISTER TODAY! www.amanet.org/2210

3-Day Classroom Schedule

1.8 CEUs $2,345/AMA Members $2,095
AMA Members save $250

Nov. 1-3 . . . . . . . . . . . . . . . Arlington, VA . . . . . . . . . . . . . . . 2210-JJW-00173
Dec. 18-20 . . . . . . . . . . . . . . New York, NY . . . . . . . . . . . . . . . 2210-JJW-00175
Jan. 31-Feb. 2 . . . . . . . . . . . Chicago, IL . . . . . . . . . . . . . . . . . . . 2210-JJW-00177
Expanding Your Influence
Understanding the Psychology of Persuasion

How can one person get someone to do something with ease, while it’s an uphill battle for someone else?

Bringing about the reaction you want from others and expanding your influence require insights that go beyond the actual process of influencing—and into the psychology of what truly prompts us to say yes or no.

This 2-day course explores these psychological triggers, plus how this knowledge may be used not just for compliance, but for mutually desirable outcomes. You’ll uncover persuasion techniques that most people don’t even know exist and learn how to build your influence by applying these principles to any number of business interactions, from managing, mentoring and negotiating to conversations, writing and presentations. In addition, you will learn how to choose the best principle for any given situation and avoid being manipulated by others.

BENEFITS OF ATTENDING
• Explore the psychology behind persuasion
• Understand the psychological/subconscious triggers that influence a person’s decision-making process, behaviors and reactions
• Select and customize the right law(s) of persuasion to apply in any situation
• Learn tactics to protect yourself from unethical behavior
• Prepare to influence an individual by using the Pre-Persuasion Checklist

TOPICS COVERED
Overview of Influence and Persuasion
• Defining persuasion and influence
• Explaining the laws of persuasion
• Identifying the major categories of laws of persuasion

Appealing to Human Nature and Fulfilling Emotional Needs
• Psychological/subconscious triggers that influence a person’s decision-making process, behaviors and reactions
• The laws of persuasion as they pertain to human nature and emotional needs
• Selecting and applying the appropriate law(s) of persuasion to a given situation

Shaping Perceptions
• Recognizing positive versus negative verbal and nonverbal communication
• Understanding the implications of unethical approaches when using these laws

Involvement to Persuade
• The law of involvement and how it affects your ability to persuade others

Creating Discomfort
• Explaining how the laws that create discomfort affect your ability to persuade others
• Connections between those laws that create discomfort and those that shape perceptions

Balance Emotions and Logic
• The law of balance, and how it affects your ability to persuade others
• Putting It All Together: Using the Pre-Persuasion Checklist
• Using the checklist to determine the appropriate law(s) of persuasion for a given business situation
• Applying the laws of persuasion back on the job

WHO SHOULD ATTEND
Business professionals who need to understand the psychological principles behind how people are convinced to do something, including sales managers, VPs/directors of sales, account executives, project managers, product managers, purchasing managers and marketing managers.

REGISTER TODAY! www.amanet.org/2204

2-Day Classroom Schedule
1.2 CEUs/12 PDUs
$2,195/AMA Members $1,995

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3-Lesson Live Online Schedule
0.9 CEU/9 PDUs
$2,095/AMA Members $1,895

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<td>Feb. 20-22</td>
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EXTRA
Receive a complimentary copy of Maximum Influence: The 12 Universal Laws of Power Persuasion by Kurt W. Mortensen when you attend this seminar. (MSRP: $17.95)

“Very relevant and can be applied to everyday life. Many key takeaways that will help me prepare and influence/persuade others.” —Kimberly T.
Getting Results Without Authority

SEMINAR #2532

How do you get results from people who don’t work for you?

• You are asked to lead a task force and one of the members just happens to be a VP. Do you have the confidence to handle this?
• You’re on a tight deadline. Can you get another manager’s assistant to set aside their tasks—and help you with yours?
• You have to stand in for your boss. Can you direct your colleagues without generating animosity?

Whether you’re dealing with bosses, colleagues, staff members or senior management, winning respect and cultivating influence and cooperation are essential to career success. Here you will learn to build your power base and practice influencing techniques right from day one through the final activity on day three—and enhance your learning with videos, exercises, assessment tools and group discussion.

BENEFITS OF ATTENDING

• Establish or regain credibility
• Use your power base to persuade
• Understand the person you’re influencing
• Let work styles and communication differences work for, not against, you
• Sell ideas and implement change
• Achieve trust and give-and-take relationships up, down and across the organization
• Project self-confidence
• Adapt your style to the person or situation

TOPICS COVERED

Personal Power

• Understanding your personal power
• Personal power behaviors
• Attributes of effective/ineffective influencers
• Your power relative to the other person
• Commitment Model: why commitment from others doesn’t happen by chance

Reciprocity and Relationships:
The First Step in the Influence Process

• Mental model of influence
• Principles of reciprocity
• Building relationships and creating partnerships

Personal Preferences

• Linkages between personal styles and reciprocity, relationship, partnership
• Style indicator and interpretation tool
• Blind spots in your self-knowledge
• The negative attribution cycle

Persuasion

• Key components of persuasion: discovery, preparation, dialogue
• Adjusting to different audiences
• Understanding the other person
• The role of investment and risk
• Achieving credibility
• Managing stakeholders
• Reaching a common goal
• Selling your position by providing evidence
• Connecting emotionally
• Listening and questioning

When Conflict Comes Between You and Your Desired Results

• Approaches to conflict resolution
• Giving and receiving feedback
• Using a win-win mindset

Getting Better Results Through Negotiation

• Power, information, timing and approach
• Basic principles of negotiation
• Various steps in negotiation

Developing an Action Plan

WHO SHOULD ATTEND

Business professionals who need to get work done through others as well as those who need to convince another person to buy into an idea or follow up on a request.

REGISTER TODAY! www.amanet.org/2532

3-Day Classroom Schedule

1.8 CEUs/18 PDUs/21 CPE

$2,445/AMA Members $2,195

AMA Members save $250

Nov. 1-3 . . . Chicago, IL . . . . . . . 2532-JW-01457
Nov. 1-3 . . . Los Angeles, CA . . . . . . . 2532-JW-01469
Nov. 1-3 . . . New York, NY . . . . . . . 2532-JW-01484
Nov. 8-10 . . . Arlington, VA . . . . . . . 2532-JW-01459
Nov. 13-15 . . . Atlanta, GA . . . . . . . 2532-JW-01460
Nov. 15-17 . . . Boston, MA . . . . . . . 2532-JW-01461
Nov. 29-Dec. 1 . . . Houston, TX . . . . . . 2532-JW-01462
Nov. 29-Dec. 1 . . . San Francisco, CA . . . . . . 2532-JW-01463
Dec. 4-6 . . . . . . . . . . . . . . Arlington, VA . . . . . . . . 2532-JW-01464
Dec. 6-8 . . . . . . . . . . . . . . Durham, NC . . . . . . . . 2532-JW-01467
Dec. 11-13 . . . Chicago, IL . . . . . . . 2532-JW-01466
Feb. 5-7 . . . . . . . . . . . . . . New York, NY . . . . . . . . 2532-JW-01472
Feb. 7-9 . . . . . . . . . . . . . . San Francisco, CA . . . . . . . . 2532-JW-01473
Feb. 12-14 . . . . . . . . . . . . . . Arlington, VA . . . . . . . . 2532-JW-01474
Feb. 14-16 . . . . . . . . . . . . . . Chicago, IL . . . . . . . . 2532-JW-01475
Feb. 21-23 . . . . . . . . . . . . . . Atlanta, GA . . . . . . . . 2532-JW-01476
Feb. 26-28 . . . . . . . . . . . . . . Boston, MA . . . . . . . . 2532-JW-01479
Feb. 28-Mar. 2 . . . . Dallas, TX . . . . . . . 2532-JW-01477
March 5-7 . . . . . . . . . . . . . . San Diego, CA . . . . . . . . 2532-JW-01478

Visit our website for a complete list of dates and locations.

4-Lesson Live Online Schedule

1.2 CEUs/12 PDUs/14 CPE

$2,345/AMA Members $2,095

AMA Members save $250

Jan. 16-25 . . . . . . . . . . . . . . 2532-JW-01470
March 20-29 . . . . . . . . . . . . . . 2532-JW-01481

Recommended CPE Credit:
21 hours/Basic—Classroom
14 hours/Basic—Live Online

Prequisites: None

Advance Preparation: Online pre- and post-assessment

Delivery Method: Group Live/Group Internet-based

Field of Study: Communication, Personal Development
INFLUENCING AND NEGOTIATING

Negotiating to Win
SEMINAR #2513

Gain the skills, insights and competencies required in all negotiations—in every organization—at every level. Negotiation focuses on solving the problem and closing the gap between what both parties want.

HOW YOU WILL BENEFIT
• Develop an effective plan and strategy for any negotiation
• Know what behavior to adapt at each stage of the negotiation
• Adjust your communication style to achieve desired results
• Successfully apply the principles of persuasion to any negotiation
• Negotiate face to face, by phone, via email and other media

WHAT YOU WILL COVER
• The basic concepts of negotiation
• Identifying approaches to negotiation
• Defining the influences on the negotiation process
• Applying the persuasion process
• How to avoid negotiation traps

WHO SHOULD ATTEND
Those responsible for negotiating the best possible terms of an agreement for their organization.

Note: This program is not intended for labor union negotiators on either side.

EXTRA
Leave with AMA’s Negotiation Planner to effectively apply your newly learned know-how.

Visit www.amanet.org/2513 for details about CPE credits.

Register today! www.amanet.org/2513

3-Day Classroom Schedule
1.8 CEUs/18 PDUs/18 PDCs/18 CAEs $2,445/AMA Members $2,195

AMA Members save $250

Oct. 30-Nov. 1 New San Francisco, CA 2513-JJW-01356
Nov. 6-8 New York, NY 2513-JJW-01357
Nov. 29-Dec. 1 Chicago, IL 2513-JJW-01358
Dec. 15-16 Newport Beach, CA 2513-JJW-01360
Jan. 22-24 New York, NY 2513-JJW-01361
March 7-9 Atlanta, GA 2513-JJW-01364
March 14-16 San Francisco, CA 2513-JJW-01363
March 21-23 New York, NY 2513-JJW-01365

4-Lesson Live Online Schedule
1.2 CEUs/14 PDUs/14 PDCs/14 CAEs $2,345/AMA Members $2,095

AMA Members save $200

Thursday 2-5 pm ET
Feb. 1-22 2513-JJW-01362

The Secret to Getting Through to Anyone
SEMINAR #2008

Developed with Mark Goulston, based on his bestselling book Just Listen: Discover the Secret to Getting Through to Absolutely Anyone.

Learn how to change unfavorable relationships into positive ones.
Stressed-out co-workers, unreasonable bosses, difficult clients and insecure family members can make getting through the day a constant battle. Without the skills to knock down emotional barricades, these relationships can grow worse with time. Based on the AMACOM bestseller Just Listen: Discover the Secret to Getting Through to Absolutely Anyone by Mark Goulston, this hands-on course will help you get your emotions under control when necessary, learn how to lead an unreasonable person away from negative, knee-jerk reactions and toward more rational behavior, and much more. These crucial skills can help you have a more positive and productive professional life.

BENEFITS OF ATTENDING
• Get the attention of individuals who matter most to you in your profession
• Handle a difficult situation or relationship by moving a person from anger to rationality
• Change an unfavorable professional relationship into a more favorable one
• Master the critical art of buy-in by learning to move anyone through the “Persuasion Cycle”
• Develop more meaningful connections with potential and existing colleagues

TOPICS COVERED
• The secret to reaching anyone
• 9 core rules for getting through to anyone
• 12 quick and easy ways to achieve buy-in and “get through”
• Practicing using the 12 techniques in a variety of workplace situations
• Building your “get through to” plan

WHO SHOULD ATTEND
Anyone who wants to get through to someone with whom they have a challenging or difficult relationship, in order to gain cooperation and improve performance.

EXTRA
This seminar is based on the AMACOM bestseller Just Listen: Discover the Secret to Getting Through to Absolutely Anyone by Mark Goulston. Receive a FREE copy when you attend this seminar. (MSRP: $24.95)

Register today! www.amanet.org/2008

2-Day Classroom Schedule
1.2 CEUs $2,195/AMA Members $1,995

AMA Members save $200

Nov. 13-14 San Francisco, CA 2008-JJW-00026
Dec. 11-12 New York, NY 2008-JJW-00028

AMA seminars are GSA approved and all AMA programs are available for group training • 1-800-262-9699 • www.amanet.org
Communicating Across Generations: Bridging the Gap  
SEMINAR #2212

Are your messages getting through with equal clarity to all of your coworkers—regardless of age? Discover how to communicate clearly and in the most positive and effective way possible with all generations in the workplace. Through exercises, role-plays and case studies, you’ll learn and practice specific skills to identify generational differences, break through stereotypes, foster respect and create a more productive work environment.

BENEFITS OF ATTENDING
• Flex your communication style to meet the challenges of generational differences
• Recognize how values, work style, cultural influences and career expectations influence communications
• Reduce interpersonal conflict and ensure more successful teamwork
• Move beyond generational stereotypes and create successful knowledge transfers
• Learn how people from different generations define respect
• Address your audience more effectively by customizing messages and selecting the appropriate communication method

TOPICS COVERED
• Recognizing the business implications and challenges associated with a multigenerational workforce
• Determining the most effective approaches to communication with different generations
• Aligning communication solutions with problematic workplace interactions
• Applying techniques to entice, develop and retain workers from all generations
• Flexing your communication style to meet the needs of different generations

WHO SHOULD ATTEND
Business professionals at every level who want to improve their ability to communicate with co-workers of every generation.

REGISTER TODAY! www.amanet.org/2212

1.2 CEUs $2,195/AMA Members $1,995
AMA Members save $200

Dec. 7-8 ................. Atlanta, GA ............... 2212-JIW-00022
Feb. 1-2 ................. Arlington, VA ............... 2212-JIW-00027
March 15-16 .......... Chicago, IL ............... 2212-JIW-00024

Storytelling Power  
Secrets for Exceptional Communication  
SEMINAR #2102

Engage and convince others to be passionate about your ideas. Great stories can move mountains. The best storytellers have the power to persuade people to get behind an idea and give it their total support. Yet the ability to relate a story that people can connect with, are persuaded by and feel passionately about is a rare skill. This seminar will show you how to craft engaging and motivating stories that can spark commitment and passion throughout your organization—and grow your professional influence. Get ready to create your most inspiring messages and convey them with true conviction.

BENEFITS OF ATTENDING
• Use compelling stories to appeal to listeners’ emotions and drive your points home
• Relay information in an experiential manner for greater impact and understanding
• Make a more powerful impression in meetings and presentations
• Win over, influence and gain the trust of clients, customers and colleagues
• Engage listeners with stories that naturally lead them to the conclusions you want them to reach

TOPICS COVERED
• Developing the mental agility to alternate between objective (facts) and subjective (storytelling)
• Building a bridge of trust with your listeners to carry your facts, proof and benefit messages
• Learning six kinds of stories: who I am, why I am here, my vision, my values-in-action, teaching, and I know what you’re thinking
• Practicing the six principles of how to construct a story: developmental logic, oral language, intention, imagery, participation vs. control, and point of view
• Developing, testing and telling stories that suit the situation

WHO SHOULD ATTEND
Business professionals at all levels, including sales persons, marketers and others who are looking for an innovative and fresh way to stimulate and engage others in order to get the outcomes they want.

REGISTER TODAY! www.amanet.org/2102

1.2 CEUs $2,195/AMA Members $1,995
AMA Members save $200

Nov. 16-17 .............. Arlington, VA ............... 2102-JIW-00094
Dec. 4-5 ......... Chicago, IL ............... 2102-JIW-00098
Dec. 18-19 .......... Atlanta, GA ............... 2102-JIW-00092
Feb. 8-9 ............... Arlington, VA ............... 2102-JIW-00099
March 12-13 .......... San Francisco, CA ............... 2102-JIW-00100
The effective use of body language plays a key role in effective communication. Here are ten tips I’ve learned during the past two decades of coaching teams around the world:

1. **To boost your confidence, assume a power pose**

Research at Harvard and Columbia Business Schools shows that simply holding your body in expansive, “high-power” poses (leaning back with hands behind the head and feet up on a desk, or standing with legs and arms stretched wide open) for as little as two minutes stimulates higher levels of testosterone—the hormone linked to power and dominance—and lower levels of cortisol, a stress hormone. Try this when you’re feeling tentative but want to appear confident. These poses lead to increased feelings of power and a higher tolerance for risk.

2. **To increase participation, look like you’re listening**

If you want people to speak up, don’t multitask while they do. Avoid the temptation to check your text messages, check your watch, or check out how the other participants are reacting. Instead, focus on those who are speaking by turning your head and torso to face them directly and by making eye contact. Leaning forward, nodding, and tilting your head are other nonverbal ways to show you’re engaged and paying attention.

3. **To encourage collaboration, remove barriers**

Physical obstructions are especially detrimental to collaborative efforts. Take away anything that blocks your view or forms a barrier between you and the rest of the team. Even during a coffee break, be aware that you may create a barrier by holding your cup and saucer in a way that seems to deliberately block your body or distance you from others.

4. **To connect instantly with someone, shake hands**

Touch is the most primitive and powerful nonverbal cue. Touching someone on the arm, hand, or shoulder for as little as 1/40 of a second creates a human bond. A study on handshake by the Income Center for Trade Shows showed that people are two times more likely to remember you if you shake hands with them. The trade show researchers also found that people react to those with whom they shake hands by being more open and friendly.

5. **To stimulate good feelings, smile**

A genuine smile not only stimulates your own sense of well-being, it also tells those around you that you are approachable, cooperative, and trustworthy. Most importantly, smiling directly influences how other people respond to you. When you smile at someone, they almost always smile in return. And, because facial expressions trigger corresponding feelings, the smile you get back actually changes that person’s emotional state in a positive way.

6. **To show agreement, mirror expressions and postures**

When clients or business colleagues unconsciously imitate your body language, it’s their way of nonverbally saying that they like or agree with you. When you mirror other people with intent, it can be an important part of building rapport and nurturing feelings of mutuality. Mirroring starts by observing a person’s facial and body gestures and then subtly letting your body take on similar expressions and postures.

7. **To improve your speech, use your hands**

Brain imaging has shown that a region called Broca’s area, which is important for speech production, is active not only when we’re talking, but when we wave our hands. Since gesture is integrally linked to speech, gesturing as we talk can actually power up our thinking. Incorporate gestures. Experiment with this and you’ll find that the physical act of gesturing helps you form clearer thoughts and speak in tighter sentences with more declarative language.

8. **To learn the truth, watch people’s feet**

Under stress, people will often display nervousness and anxiety through increased foot movements. Feet will fidget, shuffle, and wind around each other or around the furniture. Feet will stretch and curl to relieve tension, or even kick out in a miniaturized attempt to run away. Studies show that observers have greater success judging a person’s real emotional state when they can see the entire body.

9. **To sound authoritative, keep your voice down**

Before a speech or important call, allow your voice to relax by keeping your lips together and making the sounds “um hum, um hum, um hum.” If you are a female, watch that your voice doesn’t rise at the ends of sentences as if you are asking a question. Instead, when stating your opinion, use the authoritative arc, in which your voice starts on one note, rises in pitch through the sentence and drops back down at the end.

10. **To improve your memory, uncross your arms and legs**

Body language researchers Allan and Barbara Pease report a fascinating finding. When a group of volunteers attended a lecture and sat with unfolded arms and legs, they remembered 38% more than a group that attended the same lecture and sat with folded arms and legs. If you see your audience exhibiting defensive body language, change tactics, take a break, or get them to move—and don’t try to persuade them until their bodies open up.

Carol Kinsey Goman, PhD, is an executive coach, leadership consultant, and international keynote speaker. She is the author of The Nonverbal Advantage: Secrets and Science of Body Language at Work and The Truth About Lies in the Workplace: How to Spot Liars and What to Do About Them. For more information, contact CGoman@CKG.com
Strategies for Developing Effective Presentation Skills

Transform yourself from inexperienced speaker to skilled presenter.

At this 3-day seminar, you’ll learn how to present your ideas with conviction, control and poise—and without fear. You’ll gain the specific skills and direction you need to become comfortable with your own presentation style. And you’ll receive expert advice on how to handle especially challenging situations. Most important, you’ll learn how to present by presenting.

**TOPICS COVERED**
- Balancing Verbal and Nonverbal Messages
  - Practicing nonverbal impact skills to reduce nervousness and engage the attention of your listeners
  - Use relaxation techniques to overcome nervousness
  - Expertly handle difficult questions
  - Learn how to project your voice and use pauses to dramatize your point
  - Tailor your presentation to your audience
  - Communicate with clarity and conviction
  - Reducing stress and speaker’s anxiety
  - Using Visual Aids and Support Materials
    - Describing the purpose of visual aids and support materials
    - Identifying tips for effective composition of visual content and speaker aids
  - Handling Questions from the Audience
    - Explaining the importance of the question-and-answer session
    - Responding professionally to questions from the audience
  - Managing the Presentation Environment
    - Describing the advantages and disadvantages of different room setups
    - Being able to anticipate, avoid and handle equipment problems

**BENEFITS OF ATTENDING**
- Tailor your presentation to your audience
- Use relaxation techniques to overcome nervousness
- Learn how to project your voice and use pauses to dramatize your point
- Expertly handle difficult questions
- Learn how to project your voice and use pauses to dramatize your point
- Tailor your presentation to your audience
- Communicate with clarity and conviction
- Reducing stress and speaker’s anxiety
- Using Visual Aids and Support Materials
  - Describing the purpose of visual aids and support materials
  - Identifying tips for effective composition of visual content and speaker aids
- Handling Questions from the Audience
  - Explaining the importance of the question-and-answer session
  - Responding professionally to questions from the audience
- Managing the Presentation Environment
  - Describing the advantages and disadvantages of different room setups
  - Being able to anticipate, avoid and handle equipment problems

**WHO SHOULD ATTEND**
Those who give presentations, speak in front of groups or sell ideas to others and have little or no presentation experience.

**EXTRA**
Your presentations will be recorded for playback and review. See for yourself what comes across to an audience. It’s a great way to get instant feedback and helpful recommendations. This recording is yours to keep.

**FACULTY SPOTLIGHT**
Pam Soden is an instructor, speaker and mentor with more than 30 years’ experience. She uses a blend of accelerated learning techniques to train clients in leadership, management skills, self-management, interpersonal skills, presentation skills, customer service and training others. Her clients have included A&E Television Networks, Bristol-Myers Squibb, Pace University, the United States Army and Equitable Life.

**REGISTER TODAY!**
[www.amanet.org/2519](http://www.amanet.org/2519)

**3-Day Classroom Schedule**

<table>
<thead>
<tr>
<th>Dates</th>
<th>Location</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 1-3</td>
<td>Chicago, IL</td>
<td>2519-JW-01890</td>
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<tr>
<td>Nov. 1-3</td>
<td>San Francisco, CA</td>
<td>2519-JW-01892</td>
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<tr>
<td>Nov. 6-8</td>
<td>Arlington, VA</td>
<td>2519-JW-01891</td>
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<tr>
<td>Nov. 15-17</td>
<td>New York, NY</td>
<td>2519-JW-01893</td>
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<tr>
<td>Nov. 29-Dec. 1</td>
<td>Los Angeles, CA</td>
<td>2519-JW-01894</td>
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<tr>
<td>Dec. 4-6</td>
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<td>New York, NY</td>
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<td>Dec. 13-15</td>
<td>Durham, NC</td>
<td>2519-JW-01904</td>
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<tr>
<td>Jan. 10-12</td>
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<td>Jan. 29-31</td>
<td>Chicago, IL</td>
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<td>Feb. 7-9</td>
<td>Seattle, WA</td>
<td>2519-JW-01902</td>
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<tr>
<td>Feb. 12-14</td>
<td>New York, NY</td>
<td>2519-JW-01903</td>
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<tr>
<td>March 5-7</td>
<td>Chicago, IL</td>
<td>2519-JW-01905</td>
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<td>March 14-16</td>
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<td>March 21-23</td>
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<tr>
<td>March 26-28</td>
<td>San Francisco, CA</td>
<td>2519-JW-01908</td>
</tr>
</tbody>
</table>

**AMTA Members save $250**

**1.8 CEUs/18 PDUs**

**$2,345/AMA Members $2,095**

"I really enjoyed the structure of this course and the feedback from each participant. The sessions were very interactive and I liked the fact that we were given the opportunity to be videotaped so you are able to improve on your weaknesses. Great course." —Caslyn G.
Effective Executive Speaking

**SEMINAR #2522**

**Speak, present and communicate with poise, power and persuasion.**

From presentations to public speeches, your effectiveness as an executive and future career hinge on your ability to step up to the podium, command attention and transform every presentation into a credible and compelling communication.

Let’s conquer your fear and connect with the minds and hearts of your audience. Take control of the room with ease and inject every presentation with your style and energy. Gain confidence as you learn by doing, and turn your next speech or presentation into a rewarding experience.

**BENEFITS OF ATTENDING**
- Speak and think with greater clarity and purpose, stressing key ideas
- Face an audience or camera with confidence and control and make the most of your natural speaking style
- Shape and organize your speech or presentation to persuade listeners and get the response and results you want
- Conquer fear and negative stress
- Make your performance skills, your sense of humor and your own personality work for you
- Give impromptu and prepared speeches to the class and receive personalized feedback

**TOPICS COVERED**

**Fundamentals of Executive Speaking Skills**
- Identifying the elements of a good presentation
- Creating an individualized speaking skills profile
- Setting personal goals for the development of speaking skills

**Preparation**
- The importance of research and organization in preparing an effective presentation
- Illustrating how to plan and prepare strong beginnings and endings
- Selecting and designing effective visuals

**Delivery Skills**
- The effective use of voice, action, image and language in speech making
- Applying strategies for positively addressing speech anxiety
- Practicing articulation methods

**Essentials for Winning Presentations and Speeches**
- Choosing appropriate strategies for reaching reluctant, uncommitted and inactive audiences
- Designing successful, informative, persuasive, entertaining, motivational and special-event presentations
- Responding in a focused and controlled fashion to questions and answers
- Impromptu speech making

**WHO SHOULD ATTEND**
Executives with some prior public speaking experience who must speak in front of groups, make presentations, sell ideas to others or face cameras and microphones.

**EXTRA**
Your presentation will be recorded for playback and review with feedback from your course leader. You will see yourself improve, relax and refine your public speaking techniques with each performance. This recording is yours to keep.

**FACULTY SPOTLIGHT**
Fay Bordogna specializes in designing and developing programs that concentrate on improving effectiveness within the workplace. Her more than 20 years of experience as a consultant and educator have helped her develop management curricula, participant materials, facilitator instruction and individualized programs for clients in a wide variety of industries including healthcare, financial services, insurance, consumer products and pharmaceuticals.

*This seminar is also taught by other experts in the field.*

**REGISTER TODAY!** www.amanet.org/2522

**3-Day Classroom Schedule**

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Code</th>
<th>CEUs</th>
<th>Member Price</th>
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<td>2522-JJW-01553</td>
<td>1.8</td>
<td>$2,445</td>
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“The course was excellent and well laid out. It focused on three fundamentals: identifying the elements of a good presentation, creating an individual speaking skills profile, and setting personal goals for developing your public speaking skills (as noted on AMA site). Public speaking sessions start the first day and get more interactive over the course of the three days as you are recorded and given immediate feedback to assist you with your development. The development takes you out of your comfort zone in a safe and constructive environment that promotes the opportunity for growth.”

—Stephen M.
Presentation Skills Workshop  

Transform yourself from inexperienced speaker to skilled presenter.

In this 1-day workshop, you’ll learn to communicate effectively and persuasively and become comfortable with your own style. Develop key presentation skills and learn how to present your ideas with conviction, control and poise—and without fear. Plus receive expert advice on how to handle especially challenging situations. You’ll gain confidence by making presentations.

**BENEFITS OF ATTENDING**
- Tailor your presentation to your audience
- Use relaxation techniques to overcome nervousness
- Learn how to project your voice and use pauses to dramatize your point
- Expertly handle difficult questions and situations
- Communicate with clarity and conviction
- Gain confidence in your presentation skills

**TOPICS COVERED**
- Balancing verbal and nonverbal messages so content is clear and memorable and you engage listeners
- Developing and organizing presentation content using an audience profile and set presentation parameters
- Turning a speech outline into notes
- Preparing to give the presentation by rehearsing, adhering to a time frame and speaking from notes
- Reducing stress and speaker’s anxiety
- Using visual aids and support materials
- Handling questions from the audience
- Managing the presentation environment so you can anticipate, avoid and handle equipment problems

**WHO SHOULD ATTEND**
Everyone who needs to develop their presentation skills, speak in front of groups or sell ideas to others and has little or no presentation experience.

**SPECIAL FEATURE**
Throughout the workshop, you will practice and apply what you’ve learned, hone your presentation skills, self-assess and receive feedback, and update and deliver your five-minute pre-work presentation. Your presentations will be recorded for playback and review, so you can see for yourself how you come across to an audience. It’s a great way to get instant feedback and helpful recommendations. This recording is yours to keep.

**Note:** You will need to complete two pre-work exercises and bring them with you.

1-Day Classroom Schedule

<table>
<thead>
<tr>
<th>0.6 CEU</th>
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<tr>
<td>March 19-20</td>
<td>Chicago, IL . . . . . . . . . . . 2868-JJW-00127</td>
</tr>
</tbody>
</table>

How to Turn Data Into Compelling Visual Presentations  

Visually and clearly present data and the message it represents.

Data visualizations, interactive dashboards and infographics are powerful tools for presenting data in a clear and compelling way. You will learn fundamental data visualization techniques and practice using Microsoft Excel® and PowerPoint® to convert your data into effective visual representations. Choose appropriate presentation formats, rather than pick general templates, and achieve greater credibility through your presentations.

**BENEFITS OF ATTENDING**
- Present information in a clear and meaningful manner to different types of audiences
- Recognize the best usage of different forms of data visualization, dashboards and infographics
- Increase the impact and strength of your message
- Become familiar with the tools/techniques for data visualization
- Tailor presentations of data appropriately to different audiences

**TOPICS COVERED**
- Recognizing the benefits of data visualization
- Learning what works and what doesn’t work in visual communication
- Exploring the basic principles of information design
- Delivering the goods: choosing the right vehicle for your message
- Understanding static, interactive and motion graphic forms of data visualization
- Understanding how to apply data visualizations to your communication strategies

**WHO SHOULD ATTEND**
Those with a foundational understanding of Microsoft Excel® and PowerPoint® and who want to be able to create basic charts, graphs and dashboards.

**Note:** Participants must bring a PC laptop equipped with Microsoft Office 2010 or later. Those with Mac computers may attend and will be able to follow and perform all exercises, but may not receive as detailed technical attention from the instructor.

Visit www.amanet.org/2012 for details about CPE credits.

**REGISTER TODAY!** www.amanet.org/2012

1.2 CEUs/12 CPUs $2,195/AMA Members $1,995

AMA Members save $200

2-Day Classroom Schedule

Nov. 2-3  . . . . . . . . . . . . . . . . . . . . . . Arlington, VA . . . . . . . . . . . . . . . 2012-JJW-00125
Nov. 16-17  . . . . . . . . . . . . . . . . San Francisco, CA . . . . . . . . . . . . . . . . 2012-JJW-00124
Dec. 14-15  . . . . . . . . . . . . . . . . Atlanta, GA . . . . . . . . . . . . . . . . . . . . . . . 2012-JJW-00126
Feb. 12-13  . . . . . . . . . . . . . . . . Arlington, VA . . . . . . . . . . . . . . . . . . . . . . . 2012-JJW-00130
Feb. 22-23  . . . . . . . . . . . . . . . . New York, NY . . . . . . . . . . . . . . . . . . . . . . . 2012-JJW-00128
March 19-20  . . . . . . . . . . . . . . . . Chicago, IL . . . . . . . . . . . . . . . . . . . . . . . 2012-JJW-00127
The Effective Facilitator
Maximizing Involvement and Results

**SEMINAR #2578**

**Use facilitation to bring out the best in individual players and orchestrate successful group efforts.**

The facilitator is catalyst, coach, coordinator and more. It’s a role that demands exceptional interpersonal skills, keen observation, insight and tact. This course provides maximum practice, group interaction and feedback as you explore your role as a facilitator in a variety of group situations.

**BENEFITS OF ATTENDING**
- Make life easier and all meetings more productive
- Spark and enhance critical synergy and creative energy
- Focus on the key facilitation skills of observation, diagnosis and intervention
- Build consensus, handle conflict and keep meetings on track
- Gain knowledge and skills you can apply to all group and meeting situations
- Keep content, process and structure on track to produce positive outcomes

**TOPICS COVERED**
- Facilitation: a leadership/management skill
- Defining the effective facilitator
- Understanding the facilitator’s most basic information
- Self-knowledge of the facilitator
- Facilitator skills: how the facilitator facilitates
- Identifying the levels of group dynamics
- Using the facilitator’s toolbox
- Enhancements, advancements and reentry

**WHO SHOULD ATTEND**
Those who must facilitate results in meetings, group work or project teams, have groups under their direction or work as internal consultants.

**REGISTER TODAY!**
www.amanet.org/2578

**3-Day Classroom Schedule**

<table>
<thead>
<tr>
<th>1.8 CEUs/18 PHR/SPHR</th>
<th>$2,445/AMA Members $2,195</th>
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<tr>
<td>Nov. 27-29</td>
<td>Chicago, IL</td>
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<tr>
<td>Jan. 29-31</td>
<td>San Francisco, CA</td>
</tr>
<tr>
<td>Feb. 5-7</td>
<td>New York, NY</td>
</tr>
</tbody>
</table>

The Effective Facilitator maximizes your professional standing and fast-tracks your career.

**SET YOURSELF APART!**

**AMA Certificate Programs**

Increase your professional standing and fast-track your career.

- **3 Designated Courses**
- **24 Months to Complete**
- **Only $3,495!**

**Earn your certificate in:**

**ANALYTICAL SKILLS**—applies to all levels

**BUSINESS COMMUNICATION**
- Level 1—for high-performing professionals
- Level 2—for 1st-level managers and above

**FINANCIAL ACUMEN**—for newly appointed managers

**LEADERSHIP DEVELOPMENT**
- Level 1—for aspiring leaders
- Level 2—for experienced leaders

**MANAGEMENT DEVELOPMENT**
- Level 1—for aspiring managers
- Level 2—for 1st-level managers
- Level 3—for experienced managers

**PROJECT MANAGEMENT**—applies to all levels

> Receive a badge for your LinkedIn profile upon earning your certificate. *

Learn more about designated courses and pricing details—visit

www.amanet.org/certificates
or call 1-800-262-9699

**TERMS AND CONDITIONS:** To earn your certificate, you must register for and successfully complete the seminars designated for the particular certificate within 24 months of the purchase date. Fees are nonrefundable, regardless of attendance. The certificate may only be used by the person designated and may not be sold, transferred or assigned in any manner. Photo identification will be required when attending a seminar. Other promotional offers are excluded. Prices and schedules are subject to change without notice. This is a call-in offer only.
BUSINESS WRITING SKILLS

AMA’s 2-Day Business Writing Workshop

Take the strain out of composing any kind of document.
Would you like a quick and easy method for writing in an organized format? This seminar provides you with basic formats and formulas for tackling any kind of writing task—and communicating to your readers what they need to know.

BENEFITS OF ATTENDING
• Quickly organize your thoughts and generate content
• Eliminate numerous, time-consuming revisions
• Streamline content and communicate what readers need to know
• Write with greater clarity

TOPICS COVERED
• Guidelines for effective business writing
• Techniques for overcoming writer’s block
• Powerful openings and closings to capture and retain attention
• Writing the first draft: how to construct clear, direct sentences
• Organizing ideas and generating content with simple techniques
• Appropriate tone—and persuasive, positive or negative words

WHO SHOULD ATTEND
Those looking to streamline their writing process.

Note: If you wish to bring your own laptop to the seminar, a USB flash drive will be provided to each attendee and a printer made available, eliminating the need to write exercises in longhand. You may also choose to bring a sample written piece for one-on-one feedback from your course leader.

REGISTER TODAY! www.amanet.org/2211

2-Day Classroom Schedule

1.2 CEUs/12 PDUs $2,095/AMA Members $1,895
AMA Members save $200

Nov. 2-3  . . . . . . . . . . . . . . . . . . New York, NY . . . . . . . . . . . . 2211-JJW-00787
Nov. 13-14  . . . . . . . . . . . . . . . . . Arlington, VA, . . . . . . . . . . . . 2211-JJW-00771
Nov. 20-21  . . . . . . . . . . . . . . . San Francisco, CA . . . . . . . . . . . . 2211-JJW-00768
Dec. 4-5  . . . . . . . . . . . . . . . Houston, TX . . . . . . . . . . . . . . . 2211-JJW-00767
Dec. 11-12  . . . . . . . . . . . . . . . Chicago, IL . . . . . . . . . . . . . . . . 2211-JJW-00770
Dec. 18-19  . . . . . . . . . . . . . . . New York, NY . . . . . . . . . . . . . . 2211-JJW-00769
Jan. 22-23  . . . . . . . . . . . . . . . . . Arlington, VA . . . . . . . . . . . . 2211-JJW-00774
Feb. 15-16  . . . . . . . . . . . . . . . New York, NY . . . . . . . . . . . . . . 2211-JJW-00775
Feb. 22-23  . . . . . . . . . . . . . . . San Francisco, CA . . . . . . . . . . . . 2211-JJW-00776
March 1-2  . . . . . . . . . . . . . . . . . Arlington, VA . . . . . . . . . . . . 2211-JJW-00780
March 15-16  . . . . . . . . . . . . . . . Chicago, IL . . . . . . . . . . . . . . . 2211-JJW-00778

4-Lesson Live Online Schedule

1.2 CEUs/12 PDUs $1,995/AMA Members $1,795
AMA Members save $200

Tuesday and Thursday 2-5 pm ET
Nov. 7-16  . . . . . . . . . . . . . . . . . . . . 2211-JJW-00765
Jan. 16-25  . . . . . . . . . . . . . . . . . . . 2211-JJW-00772
March 20-29  . . . . . . . . . . . . . . . . . 2211-JJW-00779

Visit www.amanet.org/2211 for details about CPE credits.

— ONE-DAY WORKSHOP —

Business Writing Made Simple

In just 1 day, sharpen your skills to convey credibility and get results.
Your writing says a lot about you. Weak writing can be a sign that you lack professionalism and credibility. Strong writing conveys that you are skilled and trustworthy.

This practical 1-day course comes packed with in-class exercises and offers immediate feedback to help you quickly develop this crucial skill. Learn a simple process for crafting a clear and concise message and get hands-on practice writing for the results you want—in the correct tone, and with complete clarity and precision. You’ll also review correct grammar, punctuation and spelling, and learn to avoid common problems in business communications.

BENEFITS OF ATTENDING
• Write clear, concise, and effective documents that get real results
• Get through writer’s block and finish a draft quickly
• Choose the right words to set the right tone
• Persuade resistant readers to act on your recommendations
• Deliver difficult messages in tactful ways
• Avoid common grammar, punctuation, and writing errors

TOPICS COVERED
• Understanding the basics of effective business writing
• Pinpointing your purpose and desired results
• Writing well at the document, paragraph, sentence and word levels
• Creating drafts that project the right tone
• Getting through writer’s block by harnessing the P-O-W-E-R writing process
• Writing a persuasive business case
• Delivering bad news and unpopular messages
• Developing an action plan to keep you growing as a writer

WHO SHOULD ATTEND
All professionals who want to learn and practice a fast, simple, proven approach to essential and effective business writing.

REGISTER TODAY! www.amanet.org/2829

1-Day Classroom Schedule

0.6 CEU $1,245/AMA Members $1,095
AMA Members save $150

Nov. 6  . . . . . . . . . . . . . . . . . . . New York, NY . . . . . . . . . . . . . . 2829-JJW-00007
Dec. 4  . . . . . . . . . . . . . . . . . . Atlanta, GA . . . . . . . . . . . . . . . . . 2829-JJW-00015
Dec. 11  . . . . . . . . . . . . . . . . . Arlington, VA . . . . . . . . . . . . . . . 2829-JJW-00008
Feb. 1  . . . . . . . . . . . . . . . . New York, NY . . . . . . . . . . . . . . . . . 2829-JJW-00009
March 30  . . . . . . . . . . . . . . . Chicago, IL . . . . . . . . . . . . . . . . . 2829-JJW-00022
The “Write” Way to Lead: Powerful Tools to Create Impact and Inspire Performance

Develop these executive skills to maximize your leadership effectiveness.

As a leader, do you ever doubt whether your written messages are as effective as they need to be? Have you ever written something you later wish you’d said differently—or even regretted writing?

This unique program goes beyond most courses to help you transform your writing into an incredibly valuable tool for inspiring others, gaining their support and trust, and motivating them to excellence. You’ll become a more precise, mindful thinker who can influence and persuade. Gain techniques to help you shape the tone of a message for difficult workplace situations, frame and deliver bad news tactfully via the written word, and write a convincing business case. Apply these skills to craft strategic plans, mission, vision and values statements, proposals, speeches, and any other kind of organizational message.

BENEFITS OF ATTENDING
• Influence and inspire with the best writing practices of effective leaders
• Overcome writer’s block to produce clear, concise, compelling messages
• Overcome resistance and get results through skilled writing choices
• Set direction, expectations, vision, goals and plans with greater clarity
• Craft tactful messages to deliver sensitive messages or bad news

TOPICS COVERED
• Applying five principles of effective leadership writing
• Messaging with impact through email, social media and the web
• Setting a clear written strategic and operational direction
• Writing evaluative reports, assessments and appraisals
• Preparing a persuasive business case and getting commitment
• Delivering bad news and unpopular decisions
• Writing important speeches

WHO SHOULD ATTEND
Executives, managers, directors and high potentials who need to maximize the effectiveness of their leadership writing.

EXTRA
Receive 25+ sample documents and templates you can use or adapt at work.

Note: Bring your own device (e.g., tablet, laptop, smartphone).

Effective Technical Writing

Technical writing is unique because of its specialized content.

It must convey objectivity and reach both technical and nontechnical audiences with exactness and clarity. This seminar offers you a battery of tools and techniques to help you jumpstart the writing process on any challenging technical writing endeavor.

BENEFITS OF ATTENDING
• Create a full range of technical documents with solid structures
• Use templates to quickly start the writing process
• Prepare detailed messages for both technical and nontechnical readers
• Understand best practices for displaying visual information
• Edit language for precision, clarity and conciseness
• Summarize complex issues with authority and clarity

TOPICS COVERED
• Employing the standards of technical writing
• The technical writing process: getting started efficiently
• Assessing your own writing style based on the audience
• The techniques: strategically organizing ideas and messages

WHO SHOULD ATTEND
Engineers, scientists, IT/computer personnel and people in R&D and other technical areas, who are required to present ideas in writing.

Note: If you wish to bring your own laptop to the seminar, a USB flash drive will be provided to each attendee and a printer made available, eliminating the need to write exercises in longhand. You may also choose to bring an existing sample writing piece for one-on-one feedback.

REGISTER TODAY! www.amanet.org/2216
Business Writing for the Multilingual Professional

SEMINAR #2266

Produce English-language documents that any reader can easily understand and that achieve your intended results.

This seminar is specifically designed for multilingual business professionals. In three days, you’ll learn an overall approach to and practical techniques for creating effective business documents while focusing on applying correct English grammar, usage and syntax. As the language of global commerce, the ability to write in English is essential to success in business today.

BENEFITS OF ATTENDING
• Assert your purpose using appropriate tone and style
• Write and organize effective paragraphs
• Recognize and write effective English sentences
• Distinguish and apply correct English grammar and usage
• Revise and edit documents professionally
• Differentiate commonly confused words and terms

TOPICS COVERED
• Selecting the elements appropriate for each type of document
• Describing the importance of knowing your audience
• Defining and applying the qualities of a good paragraph
• Recognizing various principles for ordering paragraphs and selecting the best one for a specific purpose
• Applying basic parts of sentences for better style
• Applying basic principles of English grammar, usage and vocabulary
• Using correct punctuation, capitalization, abbreviations and number formats

WHO SHOULD ATTEND
Multilingual business professionals who would like to improve their fundamental business writing skills.

EXTRA
Throughout the three days you will practice what you learn by writing your own well-structured work-related documents, and critiquing, editing, analyzing and improving on your writing at each level of the process.

Note: If you wish to bring your own laptop to the seminar, a USB flash drive will be provided to each attendee and a printer made available, eliminating the need to write exercises in longhand.

Visit www.amanet.org/2266 for details about CPE credits.

AMA’s Business Grammar Workshop

SEMINAR #2121

Avoid costly and embarrassing mistakes in all types of business writing.

The bad impression that unclear, grammatically incorrect writing creates is hard to overcome. That’s why following the rules of Standard English to write sharp and correct sentences is essential for success in every kind of business.

Whether you need to refresh your knowledge of grammar and punctuation—or know what’s grammatically correct but can’t always explain why—this highly interactive and collaborative seminar is the perfect and painless solution. Learn and apply the standard rules for achieving proper usage and grammar, then return to your job with greater confidence and ability when writing emails, letters, reports, proposals and all other types of business correspondence.

BENEFITS OF ATTENDING
• Be able to produce clear and concise sentences
• Edit for agreement between parts of speech within a sentence
• Apply simple but effective tips for proper grammar, usage and punctuation
• Apply rules of Standard English to critique your own writing
• Select the appropriate grammar to suit the business situation

TOPICS COVERED
• Clarifying differences among tricky grammar rules
• Correcting verb tense and agreement errors
• Distinguishing between the most commonly confused adjective-adverb pairs
• Applying the linking verb rule for selecting the correct adjective or adverb
• Identifying the proper choice for commonly used pronouns
• Editing for correct capitalization, abbreviation and number usage
• Identifying common sentence errors
• Choosing the correct punctuation mark in diverse sentences

WHO SHOULD ATTEND
Those who want to improve their grammar skills and increase their confidence with all types of business writing.

Visit www.amanet.org/2121 for details about CPE credits.

REGISTER TODAY! www.amanet.org/2266

3-Day Classroom Schedule
1.8 CEUs
$2,345/AMA Members $2,095
AMA Members save $250

Dec. 6-8          New York, NY          2266-JJW-00295
March 5-7         Arlington, VA        2266-JJW-00298

4-Lesson Live Online Schedule
1.2 CEUs
$1,795/AMA Members $1,595
AMA Members save $200

Monday-Thursday 2-5 pm ET
Nov. 6-9          2121-JJW-00142
Feb. 12-15        2121-JJW-00146
Assertiveness Training for Managers  
SEMINAR #2527

Learn how to channel assertiveness skills to interact more effectively with people throughout your organization.

Mastering assertiveness skills can do a lot more than just help you win arguments. If you want to enhance your leadership stature and persuade others to help you reach your goals, Assertiveness Training for Managers is an important first step.

Learn how your behavior style impacts your overall performance as a manager. You’ll take stock of your current assertiveness skills and learn how you can improve them for a more effective approach. Using the behavior modeling approach toward assertiveness training, this seminar teaches you how to employ assertiveness skills to take control of a situation without alienating others.

**BENEFITS OF ATTENDING**
- Improve communication by using assertive-responsive skills
- Acquire a more polished and powerful communication style and let your leadership ability emerge
- Tap other people’s resources to get the job done
- Empower yourself and your staff
- Exercise greater influence over others

**TOPICS COVERED**
- How your perceptions determine your reactions
- Operating consciously vs. unconsciously
- Guidelines for achieving your objectives through assertive-responsive behavior
- Developing your own self-improvement plan
- Using assertive-responsive techniques to identify what you want—and then go after it

**WHO SHOULD ATTEND**
Experienced managers and seasoned professionals with four or more years of experience who want to build their strengths, resolve conflicts smoothly and exercise greater influence over others.

Visit www.amanet.org/2527 for details about CPE credits.

**3-Day Classroom Schedule**
- 1.8 CEUs $2,495/AMA Members $2,245
- AMA Members save $250

Dec. 18-20 .................. New York, NY .................. 2527-JJW-00900
Feb. 7-9 ...................... Atlanta, GA .................. 2527-JJW-00908
March 7-9 ..................... San Francisco, CA .................. 2527-JJW-00900

"The course is helpful in enhancing my managerial skills, recognizing potential issues and being able to help problem solve one on one or in a group setting. Helps to identify the traits of employees and to raise them up to their full potential." —Rick E.

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Assertiveness Training  
SEMINAR #2188

Gain more confidence, decisiveness and respect.

This powerful course helps you discover how your current behavior patterns developed so you can decisively switch to more desirable behavior. Learn powerful tools to deal with conflict at all levels in the organization, discover techniques for being an assertive communicator, acquire ways to handle receiving and giving feedback, and address business etiquette when professionalism and assertiveness are required.

You’ll identify risks and benefits of being assertive, learn how to think through your responses, and apply the learning using real-life situations.

**BENEFITS OF ATTENDING**
- Gain essentials of assertiveness
- Practice assertiveness behaviors through verbal and visual techniques
- Address assertive issues in your personal and business lives
- Learn the nuances of etiquette and how it relates to assertiveness and self-esteem
- Apply your newly learned skills to relevant, on-the-job situations

**TOPICS COVERED**
- Differences in behavioral styles—passive, aggressive and assertive
- Identifying techniques to improve self-esteem
- Improving communication with different social styles
- Risks and benefits in becoming assertive
- Factors that influence your level of assertiveness
- The role of social styles in assertive communication
- A five-step model for conflict resolution
- Appropriate assertiveness in common workplace situations
- Achieving a healthy balance personally and professionally

**WHO SHOULD ATTEND**
Business professionals who want to acquire essential assertiveness skills.

Visit www.amanet.org/2188 for details about CPE credits.

**3-Day Classroom Schedule**
- 1.8 CEUs $2,345/AMA Members $2,095
- AMA Members save $250

Nov. 13-15 .................. New York, NY .................. 2188-JJW-00240
Nov. 29-Dec. 1 .................. Chicago, IL .................. 2188-JJW-00240
Dec. 4-6  ..................... San Francisco, CA .................. 2188-JJW-00241
Dec. 11-13 .................. Arlington, VA .................. 2188-JJW-00243
March 7-9 ..................... New York, NY .................. 2188-JJW-00243

"The leader did a great job of involving everyone equally and ensuring we had exercises to work with one another. Role-playing is difficult, but bringing real-life situations helps to work toward solutions." —Brett D.
Assertiveness Training for Women in Business  

SEMINAR #2528

Strengthen your leadership ability and image.

Now and then you’re going to overreact or underreact. You’ll blurt out something that you wish you hadn’t and hurt someone whose opinion you value. Now you can learn the techniques to send out the right signals and get the right responses. By knowing how to handle yourself in just about any situation that comes up—without seeming either shy or pushy—you’ll get things done and get what you want. You’ll command respect.

Here’s assertiveness at its best. As you learn, practice and refine this skill, you’ll also share your concerns with other women in a comfortable, supportive and informal learning environment.

**BENEFITS OF ATTENDING**
- Deal with conflicts confronting women
- Recognize your strengths and weaknesses
- Practice assertive behaviors in challenging situations
- Overcome obstacles to assertiveness
- Build and project a positive self-image
- Assess your stress and adopt assertive techniques to help manage it
- Develop an assertive action plan
- Use assertive communication techniques: verbal, nonverbal and assertive listening
- Develop an assertive delegation strategy

**TOPICS COVERED**

**Assessing Yourself**
- Identifying and owning your strengths
- Outlining conflicting roles and knowing how to reduce role conflict

**Asserting Yourself**
- Defining and distinguishing between the basic response styles of nonassertion, assertion and aggression
- Avoiding being manipulated by others

**Practice Assertive Techniques**
- Using a successful formula for assertion
- Saying no and surviving
- Understanding assertive techniques of fogging, broken record, negative assertion, negative inquiry and compromise
- Understanding the differences between verbal, nonverbal, “mantalk” and “womanspeak”
- Sending harmonious messages
- Listening assertively

**Overcoming Obstacles to Assertiveness**
- Pinpointing internal obstacles to assertiveness and practicing control strategies
- Discussing self-reliance and describing special support systems
- Recognizing your specific anger buttons and how to deal with them productively
- Describing how men use anger and discussing ways to face angry men
- Demonstrating techniques for preventing and coping with stress
- Selecting new approaches to work/family puzzles

**Assessive Action Planning**
- Describing and demonstrating 10 steps toward continuing assertiveness

**WHO SHOULD ATTEND**
Female business professionals who want to build their strengths and improve their communication, conflict resolution, delegation and action-planning skills.

**Succeeding at the Bargaining Table**
- Identifying assumptions about negotiation and how these impact abilities
- Discussing the effect of gender on negotiation practices and experiences
- Benefiting from seven suggestions for negotiating more effectively
- Developing a personal negotiation plan

**Overcoming Obstacles to Assertiveness**
- Pinpointing internal obstacles to assertiveness and practicing control strategies
- Discussing self-reliance and describing special support systems
- Recognizing your specific anger buttons and how to deal with them productively
- Describing how men use anger and discussing ways to face angry men
- Demonstrating techniques for preventing and coping with stress
- Selecting new approaches to work/family puzzles

**Assessive Action Planning**
- Describing and demonstrating 10 steps toward continuing assertiveness

**WHO SHOULD ATTEND**
Female business professionals who want to build their strengths and improve their communication, conflict resolution, delegation and action-planning skills.

“ I loved this course! The women participants were so supportive and really made for a great overall experience! I found the activities, role-playing and videotaping the most helpful (though these were some of the scariest parts for me). I really felt like I grew as a person and am so excited to utilize the skills I learned in my everyday life.” —Teresa B.
Executive Presence for Women  
SEMINAR #2179

Get the personalized feedback you need to develop a more powerful presence.

Have you ever been told (or felt) you’re too stiff, timid, aggressive, nervous, bossy, emotional, have a boring voice, or lack confidence?

Manage your nonverbal and verbal messages to be considered as leadership material. Explore the key components of a powerful presence and learn and practice proven techniques to improve your ability to influence people and situations. In a supportive atmosphere, you’ll get honest feedback from your instructor and peers, benefit from videotaping and improvisation practice, and get a realistic idea of your current power image. Filled with personalized coaching and intensive feedback, this is the ideal seminar for women who want to maximize their executive presence.

BENEFITS OF ATTENDING
• Recognize how small changes can improve your ability to be perceived as powerful
• Use your verbal and body language in appropriate ways to increase your influence
• Understand how powerful leaders vary and balance their verbal and body language depending on the circumstances
• Learn how to project confidence in any business situation

TOPICS COVERED
• Creating your authentic story: What kind of leader are you?
• Demonstrating confidence and commanding respect
• Knowing how to exude positive energy when needed
• Identifying your body language profile: Are you high or low power?
• Understanding the impact of your personal appearance
• Identifying image derailers and words and phrases to avoid
• Practicing being the “confident leader” even when you have doubts
• Planning your positive “self talk” and your power poses

WHO SHOULD ATTEND
Mid- to senior-level women who want to be seen as credible leaders.

SPECIAL FEATURE
You’ll be recorded in action as you address your colleagues. You will see yourself improve, relax, and refine your techniques with each performance. This recording is yours to keep.

2-Day Classroom Schedule

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Leadership Development for Women  
SEMINAR #2010

For women looking to advance their careers, existing realities need to be considered and addressed.

Misperceptions, stereotypes and misplaced emotions on the part of either sex can still sabotage a woman’s career hopes—unless she takes a more strategic approach.

This hands-on course shows you how to strategically use your strengths and abilities—your competitive edge—while mastering your emotions in even the most unwelcoming atmosphere. You’ll learn how to build a network of support, take smart risks and view competition in a more positive light.

BENEFITS OF ATTENDING
• Overcome overt and hidden biases against women as leaders
• Adopt a competitive mindset that leverages your strengths
• Build a wide and strategic network of key stakeholders who will promote your career
• Avoid taking a perfectionist approach to competitive and challenging situations
• Recover from losses quickly by taking things less personally
• Deal with hypercompetitive colleagues you don’t trust

TOPICS COVERED
• Becoming a more confident, assertive woman in a competitive, male-dominated world
• Getting out of your comfort zone and developing a resilient mindset
• Gaining a competitive advantage by taking smart career risks
• Initiating and forming friendly competitor and challenger relationships
• Expanding your strategic network in a virtual world

WHO SHOULD ATTEND
Female business professionals who are looking to move forward in their organizations by developing the best possible leadership style to fit the positions they want.

2-Day Classroom Schedule

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REGISTER TODAY! www.amanet.org/2010
Grow your success with courses designed just for you

Though opportunities for women to succeed in business have increased, there are still unique challenges to overcome, from pay inequality to a lack of advancement. How can you make sure you’re in the winner’s circle?

Turn to AMA to help you build the essential skills organizations need and acquire the unique tools and knowledge professional women must have to excel and advance in business.

How to Communicate with Diplomacy, Tact and Credibility  SEMINAR #2206

How well you communicate can make or break your professional image. This seminar will teach you how to choose and use the most appropriate words and emotional tone for every business interaction.

HOW YOU WILL BENEFIT

- Apply diplomacy and tact to be a credible and effective communicator
- Manage the impact your communication has on your image
- Define your communication style
- Develop better listening skills
- Understand the importance of perceptions
- Explore communication style differences and learn to flex your own style
- Recognize the impact of stress on communication and be able to adjust for it
- Know what makes effective communication and develop the skills to model it

The Voice of Leadership: How Leaders Inspire, Influence and Achieve Results  SEMINAR #2130

People need to hear what you have to say. Learn practical techniques to shape your leadership messages, hone an authentic leadership voice and engage in powerful conversations that achieve results.

HOW YOU WILL BENEFIT

- Become a more effective communicator—and leader
- Build greater buy-in, trust and loyalty
- Demonstrate grace under fire and defuse tension
- Overcome resistance to change
- Motivate followers and inspire them when giving speeches and presentations
- Rally support in difficult situations

Management Skills for New Managers  SEMINAR #2238

Be the boss you’d like to work for. Roadmap the entire management process from motivation to coaching. You will be able to improve on key weakness areas, play to your strengths and get the best results from every member of your team.

HOW YOU WILL BENEFIT

- Gain a deeper understanding of your roles and responsibilities
- Improve communication to effectively set expectations for yourself and your direct reports
- Adapt your style to the needs of individual team members
- Communicate organizational goals that get results
- Apply delegation strategies to increase motivation and productivity
- Use effective coaching techniques to maximize your team’s performance

REGISTER TODAY!  www.amanet.org/wlc
Immerse yourself in a life-changing 7 Habits experience.

Train your brain for peak performance. Learn the language of success. Transform your life personally and professionally.

Discover the power of effectiveness through the 7 Habits. Individual assessment, group sharing, and guided exercises: These are the tools we use to help you develop a deep understanding of the 7 Habits and immediately put them to work. Here you’ll get the lessons that can transform you at any stage of your career—the essential insights into the habits that are at the heart and soul of personal, team, and organizational effectiveness.

BENEFITS OF ATTENDING
- Execute critical priorities with laser-like focus and careful planning
- End self-defeating behavior and gain the necessary security you need to change
- Develop strong mutual trust relationships
- Be prepared to deal with difficult circumstances before they happen
- Know how to increase team engagement, morale and collaboration
- Apply a framework for developing core values and creating a highly effective culture
- Recognize how to develop high-potential leaders who model competence and character

TOPICS COVERED
Paradigms and Principles of Effectiveness
- Assess paradigms and align to principles of effectiveness

Habit 1: Be Proactive®
- Assume responsibility, focus and act on what can be controlled and influenced

Habit 2: Begin with the End in Mind®
- Define clear measures of success and a plan to achieve them

Habit 3: Put First Things First®
- Prioritize and achieve your most important goals, instead of reacting to urgencies

Habit 4: Think Win-Win®
- Collaborate effectively with others by building high-trust relationships of mutual benefit

Habit 5: Seek First to Understand, Then to Be Understood®
- Influence others by developing a deep understanding of their needs and perspectives

Habit 6: Synergize®
- Develop innovative solutions that leverage diversity and satisfy all key stakeholders

Habit 7: Sharpen the Saw®
- Increase motivation, energy, and work/life balance by making time for renewing activities

WHO SHOULD ATTEND
Anyone who wants to learn how to apply the power of effectiveness for greater success in their business and personal lives, and feel more satisfied with what they accomplish each day.

PRE-WORK REQUIRED
- The 7 Habits Assessment—A questionnaire that you can take as a self-assessment or as a 360° assessment to gather feedback from your manager, direct reports and peers.

ATTENDEES WILL RECEIVE
- Participant Guide
- 7 Habits Skill and Practice cards
- Weekly “Big Rocks” cards
- 7 X 7 Contract
- Talking Stick
- Living the 7 Habits mobile app

“ This class is invaluable for both career and personal development. Everyone will walk away with tools to improve and sharpen valuable life skills which, when implemented, are life changing.” —Laurie M.
Bring your best self to work with this unique productivity process. The demands our careers sometimes place on our shoulders can be overwhelming. Combined with distractions caused by an unending influx of information, our lives can become downright exhausting. Our ability to think clearly and make wise decisions about what's important may suffer—and the goals in our professional and personal lives get shortchanged, or worse, not accomplished at all.

This seminar combines current neuroscience research with proven productivity principles to help you better manage your decisions, attention and energy. Learn to apply a process and maximize the use of Microsoft Outlook® to dramatically increase your ability to achieve life's most important outcomes by consistently making choices that create extraordinary value.

**BENEFITS OF ATTENDING**
- Learn a better way to manage technology
- Recognize how to achieve true and consistent work-life balance
- Apply the latest science on brain health to maximize your productivity
- Utilize a language with others to ensure you are aligned around "important and urgent"
- Create a personalized, practical system for prioritizing and managing your goals

**TOPICS COVERED**

**CHOICE 1: Acting on the important instead of reacting to the urgent**
- Discerning the important from the urgent or less important
- Teaching others the language and methodology of importance

**CHOICE 2: Going for extraordinary instead of settling for ordinary**
- Clarifying what extraordinary looks like in your current, most important roles
- Defining and executing measurable goals

**CHOICE 3: Scheduling the big rocks instead of sorting gravel**
- Mastering weekly planning processes to identify, schedule and execute high-impact priorities
- Mastering daily planning processes to ensure attention, energy, and execution

**CHOICE 4: Ruling your technology instead of letting it rule you**
- Designing a personalized system to manage appointments, tasks, contacts, notes and documents
- Turning Outlook® into a productivity workflow engine

**CHOICE 5: Fueling your fire instead of burning out**
- Understanding the impact of brain health on day-to-day performance
- Using the 5 Energy Drivers to sustain energy throughout the day

**WHO SHOULD ATTEND**
Business professionals at all levels looking for the tools to maximize productivity.

**PRE-WORK REQUIRED**
You will receive a link to an online benchmark 26-question assessment on key productivity behaviors. You will have the opportunity to take the benchmark again after applying what you learned.

**ATTENDEES WILL RECEIVE**
- Participant Guide
- Microsoft Outlook® Technical Guide
- The 5 Choices—a brief monograph with notebook
- Bonus Modules—3 video-based mini-courses with toolkits

**Note:** For hands-on Outlook application you may wish to attend with a laptop. Please call Customer Service at 1-800-262-9699 if you are not an Outlook user.

**Visit** [www.amanet.org/2605](http://www.amanet.org/2605) for details about CPE credits.

**REGISTER TODAY!** [www.amanet.org/2605](http://www.amanet.org/2605)

**2-Day Classroom Schedule**

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**1.2 CEUs**

**$2,195/AMA Members**

**$1,995/AMA Members save $200**

**2-Lesson Live Online Schedule**

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**0.9 CEUs/9 PDUs**

**$2,095/AMA Members**

**$1,895/AMA Members save $200**

**TUESDAY-95 PM ET AND WEDNESDAY 9 AM-2 PM ET**

**Oct. 31-Nov. 1**

**2605-JNW-00389**

**Jan. 23-24**

**2605-JNW-00404**

**Feb. 20-21**

**2605-JNW-00407**

**March 20-21**

**2605-JNW-00416**

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**FACULTY SPOTLIGHT**

Pauline Larkin works with clients in the areas of leadership development, performance management, organizational culture and communication skills. BAE Systems Aerostuctures, Miller Samuel, Office of the Public Guardian, Moredun Scientific and the University of Edinburgh have numbered among her many clients. Her coaching and other professional certifications include Alpha Leadership Coaching and NLP and MBTI® certifications.

*All faculty are trained experts in FranklinCovey’s 5 Choices to Extraordinary Productivity™ curriculum.*

**PROJECT MANAGEMENT INSTITUTE ENDORSEMENT**

AMIA has been reviewed and approved as a provider of project management training by the Project Management Institute (PMI®). PMI accreditation only applies to the Live Online seminar.
How to Be a Successful
Manager as an Introvert

Get hands-on experience harnessing your strengths as an introvert.

How successful can you be in business if you’re an introvert? Very—if you know how to harness your strengths. In a world dominated by extroverts, introverts have difficulties communicating effectively and can fade into the background.

This seminar offers you practical techniques to raise your visibility and learn in a supportive environment of peers. You’ll discover how to manage your energy as an introvert and how to communicate confidently even when surrounded by extroverts. You’ll also learn to position yourself as a valued insider even if you do your best thinking outside the conference room.

BENEFITS OF ATTENDING
- Take actions to rein in negative self-talk
- Initiate thinking habits to support your visibility
- Learn and practice tactics for speaking compellingly to your audiences
- Create a “marketing mix” of visibility-boosting activities
- Promote an environment that engages extraverts and introverts
- Optimize your results by balancing your people time vs. solo time

TOPICS COVERED
- Finding visibility opportunities for yourself
- Identifying the self-defeating messages that hold you back
- Building your effectiveness at speaking up and getting heard
- Getting recognition for your expertise
- Increasing your professional network without feeling or coming off as pushy
- Targeting your stakeholders more strategically
- Working more harmoniously with other personality types

WHO SHOULD ATTEND
Midlevel managers who recognize their tendencies to be introverted and want to strategically harness their strengths to maximum advantage.

EXTRA
Receive a complimentary copy of the book Self-Promotion for Introverts: The Quiet Guide to Getting Ahead by Nancy Ankowitz (an $18.95 value) when you attend this seminar.

REGISTER TODAY! www.amanet.org/2005

Managing Emotions in the Workplace® Strategies for Success

Become aware of your emotional triggers and control your emotions.

If difficulties in managing your emotions are eroding your job performance, this workshop will give you the tools and techniques to turn the situation around. You do have choices in how you view and manage stress. Now you can grasp how to keep your emotions in perspective. Discover how to express yourself openly and honestly and use emotional intelligence to establish better relationships.

BENEFITS OF ATTENDING
- Learn the connection between emotions and workplace stress
- Maintain emotional composure and maximize relationships
- Express emotions through assertive communication
- Create work environments where emotional honesty and emotional energy are accepted
- Balance the physical, mental and emotional aspects of life
- Control your emotions and achieve positive interaction in teams

TOPICS COVERED
- Identifying common causes of stress from personal experiences
- Discerning the difference between positive and negative stress
- Recognizing ways you may be contributing to your stress
- Identifying aspects of your personal and professional lifestyles in relation to your management of emotional well-being
- Differentiating between the two groups of emotions to better understand how you are feeling and why
- Recognizing thoughts, feelings and behaviors associated with stressful situations
- Analyzing behavior patterns associated with stressful events
- Identifying reasons why people feel the way they do
- Recognizing when to be assertive in interacting with others
- Identifying rituals and classifying them according to purpose
- Creating a personal action plan to implement back at work

WHO SHOULD ATTEND
Those who are experiencing intense emotional and/or stressful situations at work.

REGISTER TODAY! www.amanet.org/2540

2-Day Classroom Schedule

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Nov. 6-7 . . . . . . . . . . New York, NY . . . . . . . . . . . . . . 2540-JW-00586
Dec. 18-19 . . . . San Francisco, CA . . . . . . . . . . . . . . 2540-JW-00587
Feb. 8-9 . . . . . . . . Arlington, VA . . . . . . . . . . . . . . 2540-JW-00589
March 29-30 . . . . New York, NY . . . . . . . . . . . . . . 2540-JW-00590

12 Leadership PDUs

Visit www.amanet.org/PDUs for more details.

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AMA seminars are GSA approved and all AMA programs are available for group training • 1-800-262-9699 • www.amanet.org
Time Management

SEMINAR #2233

**Take control, prioritize and get out from under.**

Feeling overwhelmed? If you’re doing more and enjoying it less, it’s time to make real choices about how and when to spend your time. This seminar enables you to find a way to dig out, get back on track and balance work-life issues.

**BENEFITS OF ATTENDING**

- Set SMART goals for yourself
- Create priorities and establish realistic boundaries
- Improve concentration and efficiency
- Identify and deal with time wasters
- Break indecision and procrastination habits
- Use technology efficiently to help manage time
- Reverse burnout and refresh

**TOPICS COVERED**

- Identifying personal time wasters
- Defining goals; establishing important and valid priorities
- Creating a realistic and productive schedule
- Dealing with self-distractions and interruptions
- Increasing productivity by using technology efficiently
- Identifying ways to manage email
- Creating boundaries and balance
- Prioritizing and choosing activities to balance life and work
- Creating a personal “no” script

**WHO SHOULD ATTEND**

Business professionals who want greater control of their time, management style and life.

**REGISTER TODAY!** www.amanet.org/2233

### 2-Day Classroom Schedule

**1.2 CEUs/12 PDUs**

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### 4-Lesson Live Online Schedule

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**REGISTER TODAY!** www.amanet.org/2233

Managing Chaos

Tools to Set Priorities and Make Decisions Under Pressure

SEMINAR #2261

**Manage unproductive confusion and disorder and transform chaos into controllable challenges.**

Get fast, easy-to-use tools, to plan your day and adjust to shifting priorities and demands—with less stress and greater clarity. You and your team...will be prepared for the unpredictable, master expanding workloads and apply the appropriate techniques to alleviate, clarify and eliminate chaos within your control.

**BENEFITS OF ATTENDING**

- Reduce, clarify and eliminate chaos within your control
- Identify, analyze and determine priorities of your workday
- Remain focused and act more decisively when priorities shift
- Become more assertive and strategic in your communication
- Manage interruptions and conflicts with greater ease
- Utilize the right tools to balance amid tough choices

**TOPICS COVERED**

- Defining chaos within your control
- Understanding organizational challenges for managers and employees
- Thinking and decision making
- Priority planning: SWOT analysis, GAP analysis, risk analysis, priority matrix
- Planning daily work: Daily action plan, time estimate, interruption log (identifying “necessary” vs. “unnecessary” interruptions)
- Assertive communication vs. strategic communication under pressure
- Action Plan: Identifying and applying one or two tools most applicable to managing your workplace chaos

**WHO SHOULD ATTEND**

Anyone facing shifting priorities, expanding workloads, tight deadlines, organizational restructuring, multiple projects and increased uncertainty.

**REGISTER TODAY!** www.amanet.org/2261

### 2-Day Classroom Schedule

**1.2 CEUs**

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Visit our website for a complete list of dates and locations.

### 4-Lesson Live Online Schedule

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**REGISTER TODAY!** www.amanet.org/2261
Developing Your Emotional Intelligence

Use EI to position yourself for personal, team and organizational success.

Without strong and effective relationships in business, today’s fast-paced, team-based and global work environments can’t function with peak efficiency. Maximum results will not be achieved. This is one reason emotional intelligence (EI) has evolved from just an area of research and the new “flavor of the month” to a validated and recognized set of best practices and core competencies. These EI competencies are at the heart of effective workplace relationships and productivity. Today we use EI as an integrated set of skills that underpin highly effective, fast-reacting and innovative organizations.

This seminar emphasizes the practical application of EI concepts rather than just focusing on theory. Through your active participation, you will learn and practice the EI skills that are the core of achieving personal awareness, connecting with others, managing stress, engaging healthy conflict and collaboration, and exhibiting resilience and optimism.

**TOPICS COVERED**

**Personal Awareness**
- Identifying and naming emotions and their levels of intensity.
- Analyzing emotions from their cognitive and physiological manifestations.
- Recognizing emotional igniters and applying emotionally intelligent regulation strategies.

**Developing Relationships and Personal Impact through Emotional Intelligence**
- Identifying the impact our emotional intelligence has on connecting with others.
- Applying emotionally intelligent communication skills to relationship building and maintenance.
- Practicing listening skills that build and maintain empathy.

**BENEFITS OF ATTENDING**

- Recognize the benefits of developing EI.
- Define EI competencies and origins.
- Identify personal strengths and limitations using the Emotional and Social Competency Inventory.
- Apply the researched EI competency framework to optimize professional performance and working relationships.
- Build a personal development strategy.

**Demonstrating Emotionally Intelligent Stress Management and Resilience**
- Recognizing stress as a complex set of emotional and physical responses that can have varied results.
- Practicing proactive stress management techniques to stay emotionally well balanced.
- Defining resilience and how it impacts effectiveness at work.

**Achieving Healthy Conflict and Collaboration Through Emotional Intelligence**
- Recognizing the central role of relationship development and maintenance in achieving healthy conflict.
- Identifying emotionally intelligent strategies for maintaining healthy conflict.
- Demonstrating a collaborative attitude at work through application of emotional intelligence.

**Bringing It All Together**
- Synthesizing emotionally intelligent competencies to address complex EI challenges and opportunities.

**WHO SHOULD ATTEND**
Anyone who wants to maximize their performance, as well as personal and business success, by increasing emotion management and self-understanding through EI skills.

**FACULTY SPOTLIGHT**

John W. Egan is a leadership and change management expert who works with companies to design and facilitate leadership development programs, strategic planning activities, and workshops. He is a frequent speaker at national conferences.

Mr. Egan received a master’s degree in Education from Syracuse University and an MS in Applied Behavioral Science from Johns Hopkins University.

*This seminar is also taught by other experts in the field.*
### Doing It All: How to Stay Focused and Engaged

**SEMINAR #2118**

**Develop self-direction skills to maximize your productivity regardless of distractions.**

For many of us, our “new normal” job means that we’ve inherited work from others, and are multitasking 24/7. Many times, we’re expected to produce positive results with fewer resources. Maintaining focus and staying engaged can be a major hurdle. With so many simultaneous demands on your time, sustaining focused energy is no longer an option. It’s a “must have” skill.

You will learn tools that help you get into productive flow and how to get back on track. You will leave with tools that help you make the best of your innate strengths, mitigate your challenges, and stay focused.

**BENEFITS OF ATTENDING**
- Get a complete picture of your workload to reduce emergency fire drills
- Be able to clear your mind and snap back into focus
- Have a process to get in focus and stay there
- Have behaviors to help you stay energized and engaged
- Learn your “Primary Work Style” and make it work for you
- Know important questions to ask for instant clarity and focus
- Set up your environment and tools to work for you
- Implement techniques for eliminating your worst interruptions
- Deal with necessary disruptions without destroying your productivity flow

**TOPICS COVERED**
- Assessing your focus levels
- Identifying the “pitfalls” that throw you out of focus
- Building a tool for safe storage of all commitments
- Using anticipation tools to cut distractions and emergencies
- Assessing your “hardwired” strengths and weaknesses
- Minimizing negative energy and stress that saps your strength
- Utilizing “snap back” tools to immediately regain focus
- Slowing down so you can speed through your day’s work
- Utilizing the right tools for your sensory style: auditory, visual or tactile

**WHO SHOULD ATTEND**

Anyone who is expected to deliver maximum productivity and results at work despite interruptions, an excessive workload and other obstacles.

REGISTER TODAY! [www.amanet.org/2118](http://www.amanet.org/2118)

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### Mindful Leadership: Cultivating Excellence from Within

**SEMINAR #2906**

**Unlock your power to lead with clarity, authenticity and effectiveness.**

As a leader, how can you stay focused on what’s important when there are so many demands for your immediate attention? Ever-changing market conditions, gadget overload, conflicting information and “emergencies” of all kinds can hurt your ability to think with clarity and precision.

This is where mindfulness comes in. Practicing mindfulness helps you to be more present and aware of what is going on around you. You can use it to make the best choices about where to focus your attention for the best outcomes. Attend this course to learn new habits that can help you rewire your leadership behaviors as you inspire engagement, trust, authenticity and productivity in those around you.

**BENEFITS OF ATTENDING**
- Discover how the attitude-behavior connection affects business decisions and outcomes
- Learn to observe your mind and increase your ability to stay fully present and engaged
- Make choices and decisions that better align with your intentions
- Cultivate a sense of self-awareness and relational transparency that inspires trust
- Communicate more thoughtfully and mindfully up, down and across the organization
- Create a team culture of greater creativity, dynamics, openness and responsiveness

**TOPICS COVERED**
- Understanding the attitude and qualities of a mindful leader
- Practicing how to examine your attitude by using mindfulness techniques
- Developing new habits and intentional practices to cultivate awareness
- Applying mindfulness to pursue clarity, check assumptions and speak thoughtfully
- Leading mindfully in the face of contradictions
- Applying mindfulness techniques to real-life situations

**WHO SHOULD ATTEND**

Leaders, directors, managers and those on the leadership track who want to harness mindfulness and achieve greater leadership excellence.

REGISTER TODAY! [www.amanet.org/2906](http://www.amanet.org/2906)

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“Great workshop....I acquired new communication tools and the opportunity to understand and practice using this new approach. The class provided time to develop a vision, game plan and confidence to implement.” —Allison L.
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• NEW! All Live Online Seminars

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• AMA Live Online Seminars
• Express Skills Courses (live online)
• Webinars (live and on demand)

Some restrictions apply, see below for details. Mention code JJW.

Did you take an AMA seminar in the last 6 months or do you have an active Annual Pass? YOU ARE ELIGIBLE FOR AN UPGRADE! We’ll simply deduct the price you paid from the cost of your new Pass.

Get your Pass by calling 1-800-262-9699 or visit www.amanet.org/annualpass

**TERMS AND CONDITIONS:**
* Annual Pass purchasers may choose from all AMA U.S. Classroom and Live Online Seminars except for AMA’s Comprehensive Project Management Workshop (seminar #6595), AMA’s Course on Mergers and Acquisitions (seminar #1521) and AMA’s 5-Day “MBA” Workshop (seminar #2561). Express Skills Courses, AMA Webinars, and third-party-delivered programs available through AMA are excluded from Annual Pass redemption. **All-Access Pass purchasers may choose from all AMA U.S. Classroom and Live Online Seminars, plus Express Skills Courses and Webinars. You may not attend third party-delivered programs available through AMA.

Fees are nonrefundable, regardless of attendance. Your pass will be activated on the start date of the first seminar you register for using the pass and will expire one year later. The pass may only be used by the person designated on the pass and may not be sold, transferred or assigned in any manner. All attendance must be completed by the pass expiration date. If left entirely unused, the pass will expire 12 months from the purchase date. Photo identification will be required when attending a seminar. Prices and schedules are subject to change without notice.

3 Easy Ways to Register

Web www.amanet.org
Phone 1-800-262-9699
M–F, 8 am–7 pm, ET
(TDD 1-800-736-3508)
Email customerservice@amanet.org

IMPORTANT INFORMATION • TERMS AND CONDITIONS
Send a team and save…register a group of employees to learn together and get substantial team discounts! Call 1-877-262-6004.

Government employees: Because AMA has been approved as a seminar provider by the General Services Administration, government employees can take advantage of special pricing. Call 1-877-262-6004 for details.

Special hotel and car rental discounts.
Visit www.amanet.org or call 1-877-262-6004 for the latest information.

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</tr>
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<tbody>
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