**Seminar highlights**

Day 1

- Understanding how perception and image can impact others’ perceptions of you.
- Using the Right Tool(s) to learn how your style affects your communication effectiveness.
- Identifying and removing the roadblocks to effective communication.
- Developing the ‘Know-Feel-Do’ model of communicating.

Day 2

- Implementing and practicing strategies for powerful communication.
- Applying good listening skills in order to communicate with diplomacy, tact, and credibility.
- Defining the five actions that make for powerful communication.
- Being aware of your “hot buttons,” and preparing for successful communication.

**Key benefits**

- Make every conversation count
- Connect with purpose
- Improve your writing, prepare professional, on-target presentations, and much more.
- Like good writing, effective communication has many facets, from clarity and focus to listening and understanding—all of which must be honed. Our courses can also help you stay present and focused in your conversations and use effective verbal and nonverbal skills. Your courses can also help you stay present and focused in your conversations and use effective verbal and nonverbal skills.

**Seminars for BETTER COMMUNICATION SKILLS**

Make every conversation count

Each time you interact with a colleague, client or executive, you have an opportunity to strengthen a business relationship—but without the right skills, that chance will likely be missed.

Like good writing, effective communication has many facets. From clarity and focus to listening and understanding—all of which must work well together. AMA offers you a comprehensive range of skills to help you stay present and focused in your conversations and use effective verbal and nonverbal skills. Our courses can also help you improve your writing, prepare professional, on-target presentations; and much more.

Practice what you learn with the guidance of our expert faculty of business practitioners, in person or in our virtual classrooms.

**Schedule**

**February**

- **Feb. 4-5**…… New York, NY
- **Feb. 5-6**…… Chicago, IL
- **Feb. 7-8**…… San Francisco, CA
- **Feb. 11-12**…… Arlington, VA
- **Feb. 14-15**…… Atlanta, GA
- **Feb. 17-18**…… Los Angeles, CA
- **Feb. 21-22**…… Dallas, TX
- **Feb. 25-26**…… Chicago, IL
- **Feb. 28-Mar. 1**…… Seattle, WA

**March**

- **Mar. 4-5**…… Atlanta, GA
- **Mar. 7-8**…… Philadelphia, PA
- **Mar. 11-12**…… Chicago, IL
- **Mar. 14-15**…… Arlington, VA
- **Mar. 18-19**…… Dallas, TX
- **Mar. 21-22**…… Arlington, VA
- **Mar. 25-26**…… San Francisco, CA
- **Mar. 28-Mar. 1**…… New York, NY

**April**

- **Apr. 1-2**…… Arlington, VA
- **Apr. 4-5**…… Chicago, IL
- **Apr. 8-9**…… Arlington, VA
- **Apr. 11-12**…… Atlanta, GA
- **Apr. 15-16**…… Arlington, VA
- **Apr. 18-19**…… Dallas, TX
- **Apr. 22-23**…… St Pete Beach, FL
- **Apr. 25-26**…… San Francisco, CA
- **Apr. 29-30**…… Scottsdale, AZ

For more details, visit the website at www.amanet.org or call 1-800-262-9699.
HOW TO COMMUNICATE WITH DIPLOMACY, TACT AND CREDIBILITY

www.amanet.org/2206

1.2 CEUs

Price: $2,195 Non-members - $1,995 Members

March 4-5..... Atlanta, GA
Feb. 28-Mar. 1 . Seattle, WA
Feb. 4-5....... New York, NY
March 4-5..... Chicago, IL
Feb. 7-8....... Chicago, IL
March 7-8..... Philadelphia, PA
Feb. 11-12..... San Francisco, CA
Feb. 14-15..... Atlanta, GA
Feb. 25-26..... Cincinnati, OH
Feb. 25-26..... Los Angeles, CA
Feb. 28-Mar. 1 . New York, NY
Feb. 19-20..... Orlando, FL
April 1-2 ...... Arlington, VA
April 4-5 ...... Chicago, IL
April 8-11 ..... Chicago, IL
May 6-9 ..... San Francisco, CA
May 9-12 ..... Newport Beach, CA
May 13-14 ... San Francisco, CA
March 11-12... Boston, MA
March 18-19... Dallas, TX
March 28-29... San Francisco, CA
April 25-26 .... San Francisco, CA
April 29-30 .... Scottsdale, AZ
May 9-10 ..... Arlington, VA
May 9-10 ..... Newport Beach, CA
May 13-14 ... San Francisco, CA
Make every conversation count

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Practice what you learn with the guidance of our expert faculty of business practitioners, in person or in our virtual classrooms.

Connect with Purpose

$250 OFF
See back for details

Register by February 28, 2019. Use offer code KM2.

To register and see all available courses and schedule details, visit
www.amanet.org/2206 or call 1-800-262-9699.

Seminars for Better Communication Skills

Secure your training dollars with these GREAT OFFERS!

SAFETY TIPS FOR WORKING IN A CROWDED CONSTRUCTION SITE

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How to Communicate with Diplomacy, Tact and Credibility

www.amanet.org/2206
1.2 CEUs

Price: $2,195 Non-members - $1,995 Members

March 4-5..... Atlanta, GA
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Feb. 25-26..... Los Angeles, CA
Feb. 28-Mar. 1 . New York, NY
April 25-26 .... Houston, TX
April 22-23 .... St Pete Beach, FL
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March 14-15... New York, NY
March 18-19... Dallas, TX
March 21-22... Arlington, VA
April 15-16 .... Arlington, VA
April 12-13... San Francisco, CA
April 12-13... Newport Beach, CA
April 9-10..... Arlington, VA
April 9-10..... Newport Beach, CA
April 6-7 ...... New York, NY
March 9-10... San Francisco, CA
March 19-20... Arlington, VA
March 22-23... Chicago, IL
March 26-27... Philadelphia, PA
April 2-3 ...... Arlington, VA
April 2-3 ...... Chicago, IL
April 29-30 .... Scottsdale, AZ
April 25-26 .... San Francisco, CA
May 6-7 ...... New York, NY
May 2-3 ...... Chicago, IL
May 2-3 ...... Atlanta, GA
May 6-7 ...... New York, NY
May 9-10..... Atlanta, GA
May 9-10..... Newport Beach, CA
May 9-10..... San Francisco, CA

Seminar highlights
Day 1
• Understanding how perception and image can impact others’ perceptions of you.
• Using the Wright/Diamond® tool to learn how your style affects your communication effectiveness.
• Identifying and reducing the roadblocks to effective communication.
• Developing the knowledge and skills of a master of communicating.

Day 2
• Implementing and providing strategies for powerful communication.
• Applying good listening skills and being able to communicate with diplomacy, tact, and credibility.
• Defining the five actions that make for credible communication.
• Being aware of your “hot buttons,” and preparing before you face these situations.

Key benefits
• Manage the impact your communication has on your image.
• Define and leverage your communication style.
• Develop and demonstrate better listening skills.
• Eliminate weak responses with power phrases.
• 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.

Who should attend
Business professionals who want the skills to communicate in a positive, professional manner no matter what the situation.

Schedule

TO REGISTER OR SEE THE FULL CLASSROOM AND LIVE ONLINE SCHEDULES, VISIT
WWW.AMANET.ORG/2206 OR CALL 1-800-262-9699.

PURPOSE

Connect with Purpose

Make every conversation count.

Each time you interact with a colleague, client or executive, you have an opportunity to strengthen a business relationship—but without the right skills, that chance will likely be missed.

Like good writing, effective communication has many facets. From clarity and focus to listening and understanding—all of which must work well together. AMA offers you a comprehensive range of skills to help you stay present and focused in your conversations and use effective verbal and nonverbal skills. Our courses can also help you improve your writing, prepare professional, on-target presentations; and much more.

Practice what you learn with the guidance of our expert faculty of business practitioners, in person or in our virtual classrooms.

See back panel for details.
Register by Feb. 28, 2019* 1-800-262-9699.

SAVE $250

Register for one of our top-selling seminars and save $250. Visit us online to choose your topic.

ANNUAL PASS

Access to most AMA Classroom Seminars and ALL Live Online Seminars

ALL-ACCESS PASS

Access to ALL AMA Classroom and Live Online Seminars, Express Skills Courses, and Webinars

REGISTER TODAY!
www.amanet.org | 1-800-262-9699

*TERMS AND CONDITIONS: Offer Code LK96 expires Feb. 28, 2019, and cannot be combined with any other promotional offer(s). This offer is valid only when applied to new registrations and cannot be applied to transfers, SLS contract pricing must choose between their contract price or this discount applied to the AMA Member rate and must reference the offer code when placing their order. AMA Annual Passes/All-Access Passes, AMA Certificates, AMA Seminar Savings Passes, AMA Webinars, Express Skills Courses and third party-delivered programs available through AMA are not eligible for this offer.
Who should attend

Those who need to get work done through others—or who need to convince another person to buy into an idea or follow up on a request.

Key benefits

• Establish or regain credibility so you can influence people
• Effectively use your power base to persuade others
• Develop and grow relationships within your organization and beyond
• Create a collaborative work environment for faster, better results
• Let communication differences work for, not against you

Successfully sell your ideas and implement change.

Seminar highlights

Day 1

• Building workplace communication teams
• Improving workplace climate
• Developing balance and improves productivity
• Enhancing the dynamic and functions of communication skills and improving performance
• Using message creation strategies to create a plan for effective communication
• Developing strategies that increase, production and efficiency
• Applying strategies to build rapport and relationships with colleagues
• Targeting your message to the situation

Day 2

• Managing the friction in messages
• Developing work solutions
• Using message framing strategies to create a plan for effective communication
• Developing strategies that increase, production and efficiency
• Applying strategies to build rapport and relationships with colleagues
• Targeting your message to the situation

Schedule

Classroom

<table>
<thead>
<tr>
<th>Location</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>New York, NY</td>
<td>Apr 14-15</td>
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<tr>
<td>Arlington, VA</td>
<td>Apr 19-20</td>
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<tr>
<td>Chicago, IL</td>
<td>May 14-15</td>
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<tr>
<td>Atlanta, GA</td>
<td>May 16-17</td>
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Live Online

<table>
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<tr>
<th>Location</th>
<th>Date</th>
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<tbody>
<tr>
<td>May 10-12</td>
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For information about schedules, credits and prices, visit www.amanet.org/communication

Effective Communicating in the Moment
www.amanet.org/2031

Assessing Potential for Business Success
www.amanet.org/2519

Communication and Interpersonal Skills for Technical Professionals
www.amanet.org/2576

Negotiating for Improved Communication
www.amanet.org/2540

Negotiating for Improved Communication
www.amanet.org/2513

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www.amanet.org/2540

Negotiating for Improved Communication
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For more courses visit www.amanet.org/communication

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• Successfully sell your ideas and implement change

Seminar highlights

Day 1

• Building effective listening
• Effective use of body language
• Understanding and influencing nonverbal cues
• Nurturing your emotional intelligence

Day 2

• Establishing rapport and credibility
• Language and influence
• Effective negotiation and influence
• Nurturing your emotional intelligence

Schedule

<table>
<thead>
<tr>
<th>Classroom</th>
<th>Live Online</th>
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<tbody>
<tr>
<td>Feb. 11-12</td>
<td>Mar. 14-15</td>
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<td>Mar. 21-22</td>
<td>Apr. 11-12</td>
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<td>Apr. 18-19</td>
<td>May 15-16</td>
</tr>
<tr>
<td>May 22-23</td>
<td>Jun. 19-20</td>
</tr>
</tbody>
</table>

Price: $2,195 Non-members • $2,195 Members

www.amanet.org/2203

For information about schedules, credits and prices, visit www.amanet.org/communication

Contact

AMA has been owned and operated as a non-profit organization by the American Management Association since 1945.

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AMA’s 2-Day Business Writing Workshop

www.amanet.org/2255

Learn basic formats and formulas to help you tackle any kind of writing task and effectively communicate your messages. Bring a current project and get one-on-one feedback.

Moving Ahead: Breaking Behavioral Patterns That Hold You Back

www.amanet.org/2225

Resisting authority, overreacting to stress and similar behaviors can sabotage your career. Change your professional image by overcoming destructive workplace patterns.

For more courses visit www.amanet.org/communication

Effective Presentation Skills

www.amanet.org/2031

Learn to present your ideas with conviction and poise—and without fear. Get tips on handling challenging situations, make an in-class presentation and receive expert feedback.

Negotiating to Win

www.amanet.org/2504

Understand the strategies available to them when they negotiate. Get a step-by-step guide to effectively negotiating the positive outcome you want.

Managing Emotions in the Workplace®: Strategies for Success

www.amanet.org/2506

Learn how to build your influence by applying these principles to crucial business transactions, from making presentations and negotiating to conversations, writing and presentations.

Art of Critical Communication

www.amanet.org/2166

Practice using real-life models to conduct difficult conversations on any topic. Gain the skills and summon the courage to step up, speak openly and get real results.

Negotiating to Win

www.amanet.org/2506

Explore unique challenges women in business face—and learn techniques to handle almost any situation you’re likely to encounter without wasting interpersonal resources.

To register and see Full Classroom and Live Online schedules, visit www.amanet.org or call 1-800-262-9699.
Getting Results Without Authority

www.amanet.org/2522
1.2 CEUs
Price: $1,425 Non-members; $1,195 Members

Who should attend
Those who need to get work done through others—or who need to convince another person to buy into an idea or follow up on a request.

Key benefits
• Establish or regain credibility so you can influence people
• Effectively use your power base to persuade others
• Develop and grow relationships within your organization and beyond
• Create a collaborative work environment for faster, better results
• Let communication differences work for, not against you
• Successfully sell your ideas and implement change

Seminar highlights
Day 1
• Solving workplace communication issues
• Establishing a common language for developing balance and improving productivity
• Implementing strategies for developing confidence and improving image
• Using message framing strategies to create a more effective environment
• Delivering messages that penetrate, close, and influence
• Maintaining and influencing throughout the organization
• Pulling through and emotional and persuasive framework

Day 2
• Key components of a communication skills method
• Setting your pace by providing evidence
• Conveying personality with others
• Handling challenging feedback
• Setting better results through negotiation strategies

Schedule
Classroom
Day 1: Apr. 11-12 ... Albany, NY ... May 16-17 ... Salt Lake City
Day 2: Apr. 13-14 ... Atlanta, GA ... May 18-19 ... Chicago, IL
Schedule
Live Online
Day 1: Apr. 11-12 ... Atlanta, GA ... May 16-17 ... Salt Lake City
Day 2: Apr. 13-14 ... Atlanta, GA ... May 18-19 ... Chicago, IL

For more courses visit www.amanet.org/communication

More Communication Skills
For information about schedules, credits and prices, visit www.amanet.org/communication

Building Better Work Relationships: New Techniques for Results-Oriented Communication
www.amanet.org/2235

Explore unique challenges women in business face—and learn techniques to handle almost any situation you’re likely to encounter without seeming bossy or condescending.

Negotiating to Win
www.amanet.org/2015

Few understand the techniques available to them when they negotiate. Get a step-by-step method for effectively negotiating the positive outcome you want.

Managing Emotions in the Workplace: Strategies for Success
www.amanet.org/2540

Get the interpersonal and communication tools you need to ensure mutual clarity and understanding when dealing with others, so you can maintain business interactions.

Strategies for Developing Effective Presentation Skills
www.amanet.org/2019

Build skills to present your ideas with conviction and poise—and without fear. Get tips on handling challenging situations, make an in-class presentation and receive expert feedback.

www.amanet.org/2015
1-800-282-9699 • www.amanet.org

For moving ahead: Breaking Behavioral Patterns that Hold You Back
www.amanet.org/2255

Resisting authority, overreacting to stress and similar behaviors can sabotage your career. Change your professional image by overcoming destructive workplace patterns.

AMA’s 2-Day Business Writing Workshop
www.amanet.org/2255

Get basic formats and formulas to help you tackle any kind of writing task and effectively communicate your messages. Bring a current project and get one-on-one feedback.

Communicating Up, Down and Across the Organization
www.amanet.org/2203
1.2 CEUs/12 PDUs

Price: $2,150 Non-members; $1,965 Members

Who should attend
Business professionals who want to be strong, persuasive and effective communicators who can speak to a variety of audiences across organizational boundaries.

Key benefits
• Analyze situations and plan your message
• Get heard regardless of where you sit in the organization
• Apply strategies to influence and motivate others
• Use communication to impact how much influence you have
• Exhibit strong self-confidence with peers and managers

Seminar highlights
Day 1
• Solving workplace communication issues
• Establishing a common language for developing balance and improving productivity
• Implementing strategies for developing confidence and improving image
• Using message framing strategies to create a more effective environment
• Delivering messages that penetrate, close, and influence
• Maintaining and influencing throughout the organization
• Pulling through and emotional and persuasive framework

Day 2
• Key components of a communication skills method
• Setting your pace by providing evidence
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Schedule
Classroom
Day 1: Feb. 11-12 ... Atlanta, GA ... March 19-20 ... Salt Lake City
Day 2: Feb. 13-14 ... Boston, MA ... April 8-9 ... San Francisco, CA

Live Online
Day 1: Feb. 12-13 ... Atlanta, GA ... March 20-21 ... Salt Lake City
Day 2: Feb. 14-15 ... Boston, MA ... April 9-10 ... San Francisco, CA

www.amanet.org/communication
Who should attend

Those who need to get work done through others—or who need to convince another person to buy into an idea or follow up on a request.

Key benefits

- Establish or regain credibility so you can influence people
- Effectively use your power base to persuade others
- Develop and grow relationships within your organization and beyond
- Create a collaborative work environment for faster, better results
- Let communication differences work for, not against you

Successfully sell your ideas and implement change
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- Successfully sell your ideas and implement change

GETTING RESULTS WITHOUT AUTHORITY

www.amanet.org/2522 1.2 CEUs

For information about schedules, credits and prices, visit www.amanet.org/communication

Getting results in groups and with partners. The teaching method is "hands on," which works best for me. Writing down my takeaways/goals at the end of each chapter is very helpful and useful for implementing the new ideas.

—Melody S.

MORE COMMUNICATION SKILLS

www.amanet.org/communication

MORE COMMUNICATION SKILLS

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Build Better Worker Relationships: New Techniques for Results-Oriented Communication

www.amanet.org/2235

Best Seller

Effectively Communicating in the Moment

www.amanet.org/2031

Explore unique challenges women in business face—and learn techniques to handle almost any situation you're likely to encounter without seeming overbearing.

Negotiating to Win

www.amanet.org/2035

Get the interpersonal and communication tools you need to ensure mutual clarity and understanding when dealing with others, so you can maximize business interactions.

Communication and Interpersonal Skills for Technical Professionals

www.amanet.org/2076

Negotiating to Win

www.amanet.org/2035

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Strategies for Developing Effective Presentation Skills

www.amanet.org/communication

Build skills to present your ideas with conviction and poise—and without fear. Get tips on handling challenging situations, make an in-class presentation and receive expert feedback.

MBA’s 2-Day Business Writing Workshop

www.amanet.org/2211

www.amanet.org/2211

Get basic formats and formulas to help you tackle any kind of writing task and effectively communicate your messages. Bring a current project and get one-on-one feedback.

Effective Presenting in the Workplace

www.amanet.org/4286

Learn the principles of presentation to help you gain the confidence to present your ideas on any topic, whether you are presenting to a small group or giving a 10-minute talk to a large audience.

The Link Between Emotional Intelligence and Effective Communication

www.amanet.org/2525

Explore the relationship between emotional intelligence and communication. Strategies for success and tips to help you resolve even the most difficult conversations.

MORE COMMUNICATION SKILLS

www.amanet.org/communication

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