

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

## AMA Seminars offer your employee:

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

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

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

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/2210](http://www.amanet.org/2210)

## Communication Boot Camp

**Text messaging, emails, the Blackberry—there's no shortage of ways to communicate quickly in the Digital Age. But what happens face-to-face when you need to find the right words and communicate them in the right way?**

Let's face it: there's no substitute for in person, one-on-one communication, and having the skills to master such interactions is crucial for both business and personal success. This unique, 3-day course is designed to give you a strong foundation in essential communication skills and competencies. Through practice sessions and role plays, you'll be on your way to developing the confidence and communication know-how you need to establish yourself in the business world—and keep moving ahead throughout your career.

### How You Will Benefit

- Optimize communication skills you already have
- Get strategies to better assimilate verbal information
- Effectively interpret the knowledge you hear
- Improve work relationships and reduce misunderstandings
- Communicate clearly and appropriately—and with greater confidence
- Choose the right words even in difficult circumstances
- Expand your influence and be recognized for your skills

### What You Will Cover

#### Assessing Your Communication Skills

- Understanding the skills you already possess
- Assessing your effectiveness and identifying improvement areas

#### Developing Your Listening Competencies

- Defining the competencies of effective listening
- Identifying the different components of the information you're hearing
- How to take a more active role when listening
- Increasing comprehension through mental openness and feedback

#### Increasing Cognitive Skills to Promote Comprehension

- Discerning, analyzing and evaluating
- Visual aspects of verbal communication

- Relating information productively to your own experiences
- Creating mental cross-references between old and new information
- Framing statements and discussions

### **Roadmap for Clearer Communication**

- Understanding effective body language and appropriate word choice
- Finding mutual connections or similarities to enhance communication
- Controlling emotions and establishing the right tone of voice
- Storytelling with imagery, passion and evocative language
- Creating a personal action plan

### **Who Should Attend**

Early career professionals or anyone interested in enhancing their fundamental verbal communication skills, including coordinators, specialists, analyst, consultants, associate managers and project managers and leadership-track administrative professionals.

### **Special Feature**

#### **Schedule**

- [3] days - \$2,345 Non Members
- [3] days - \$2,095 AMA Members
- [3] days - \$1,984 GSA

#### **Credits**

21 CPE/1.8 CEU

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