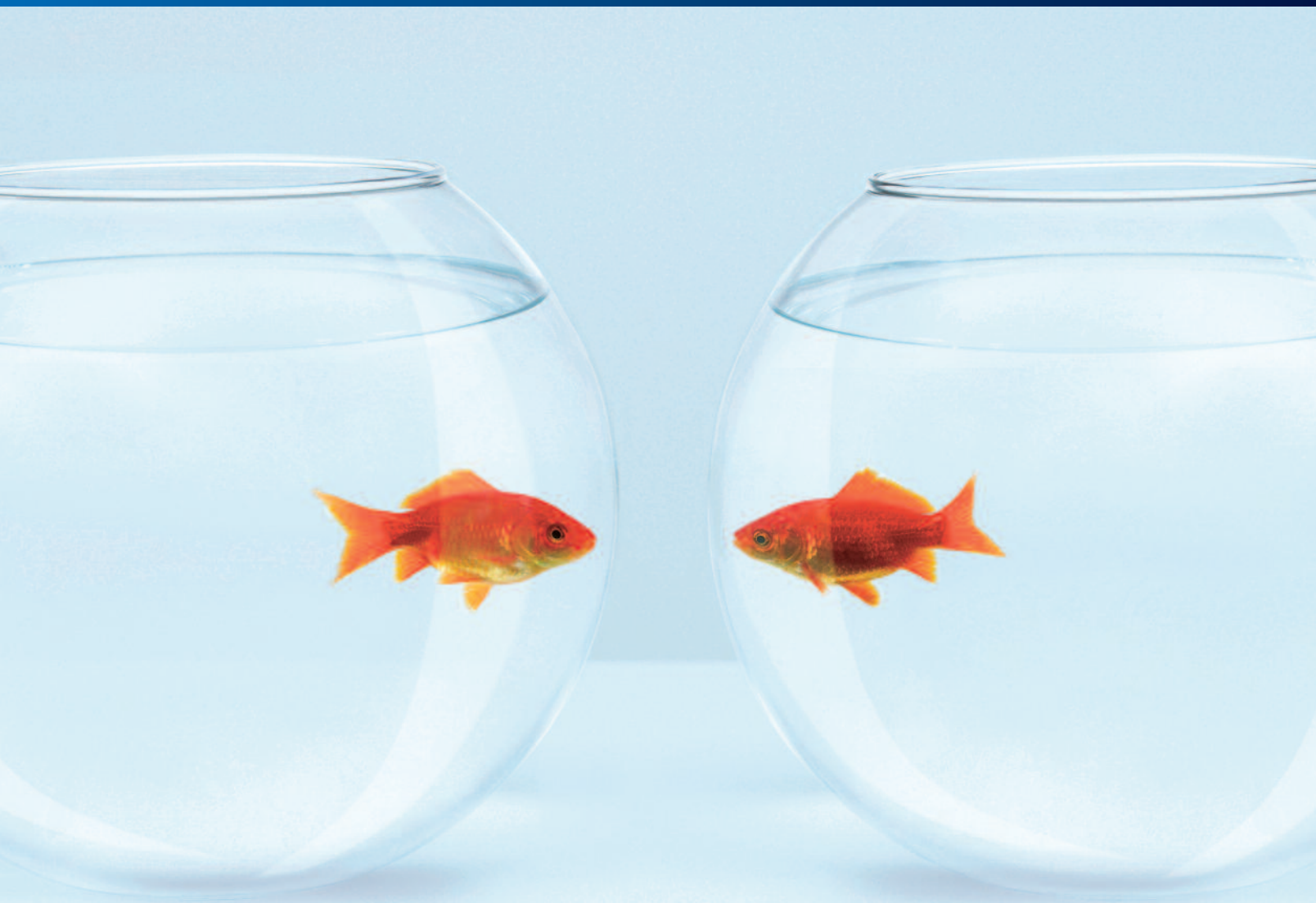
Communication Skills

39 seminars 4 business areas



End communication barriers for good

How to be a great communicator in *any* situation

LISTEN to the people around you. It sounds so simple—but there are times when even the best listeners fail to listen effectively. Listening is the cornerstone of successful communication and can help you improve your image, avoid misunderstandings, build rapport and solve problems faster. With the specific listening skills offered in AMA's communication seminars, you can become an excellent listener in any circumstance.

SPEAK clearly, credibly and succinctly with everyone you meet. Speaking one-on-one requires a different skill set from speaking to an audience. Speaking effectively on a conference call requires a different approach from speaking to an employee about a performance issue. In this booklet, you'll find seminars that can help you speak comfortably and professionally in virtually any business situation.

WRITE with precision, clarity and proper grammar. Writing well can help you accomplish anything from drafting a winning proposal to persuading a customer to buy from you. From business writing to technical writing, AMA has everything you need to become a standout writer.

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MOBIS (GS-10F-0083S)
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AN AMA BLENDED LEARNING 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 CERTIFICATE PROGRAMS

Attendance at seminars in this booklet contributes to the requirements for earning an AMA Certificate—a recognized symbol of achievement in the business world. For information on how to qualify for an AMA Certificate, as well as special discount pricing, visit **www.amanet.org/certificates** or call **1-800-262-9699.**

Also available as a **Live Online Seminar**

The 7 Habits of Highly Effective People®

3-Day Signature Program SEMINAR #2601

BEST SELLER

By FranklinCovey—now available through AMA

The 7 Habits of Highly Effective People® courses are based on the teachings of Dr. Stephen R. Covey.

www.amanet.org/2601

Surveys* of thousands of people across the United States disclosed that while many people work hard, they are worried about their lack of effectiveness.

- **Only 14% are accomplishing as much as they believe they could**
- **Only 17% prepare a plan for the day**
- **Rewards of working are low—only 50% feel satisfied and fulfilled with their work**

*Results of xQ Surveys conducted by Harris Interactive

Develop a new outlook and create dramatic change. Problems caused by ineffectiveness cannot be solved with the same ineffective thinking that created them. For more than 15 years, *The 7 Habits of Highly Effective People®* has provided the ultimate in productivity training for thousands of people and organizations worldwide.

BENEFITS OF ATTENDING

- Develop a clear definition of the results you want and live each day with a greater sense of meaning and purpose
- Focus on your top priorities, achieve balance and increase organizational productivity through a weekly and daily planning process
- End self-defeating behavior and gain the necessary security you need to change
- Develop strong relationships based on mutual trust
- Be prepared to deal with difficult circumstances before they happen

TOPICS COVERED

- **Habit 1: Be Proactive**—Recognize how choices based on personal experience or beliefs can profoundly impact your effectiveness, both positively and negatively
- **Habit 2: Begin with the End in Mind**—Develop a clear definition of what is and is not important to you by creating the most important roadmap you'll ever have—your Personal Mission Statement
- **Habit 3: Put First Things First**—Increase the balance and fulfillment of your professional and personal lives by investing a few minutes each day in the same planning process used by many of the world's most successful people
- **Habit 4: Think Win-Win**—Build a team that finds faster and better solutions through clear expectations, shared responsibilities and an understanding of priorities
- **Habit 5: Seek First to Understand, Then to Be Understood**—Develop the skills of effective communication that lead to greater influence and faster problem solving
- **Habit 6: Synergize**—Value and celebrate differences and understand how they contribute to more innovative and intelligent solutions
- **Habit 7: Sharpen the Saw**—Maintain and increase your newfound effectiveness by continually renewing yourself mentally and physically

WHO SHOULD ATTEND

Anyone who manages multiple projects, faces expanding workloads, tight time lines and increased uncertainty.

PRE-WORK REQUIRED

- ***The 7 Habits* Benchmark.** A questionnaire to help you consider your own effectiveness and give you the opportunity to see the viewpoints of others. This 78-question assessment gathers feedback from your manager, direct reports and peers who work closely enough with you to accurately assess your individual effectiveness.

ATTENDEES WILL RECEIVE

- ***The 7 Habits of Highly Effective People®*** This bestselling book provides the basis for the concepts taught in this seminar.
- ***The 7 Habits* Benchmark Report** A personalized report based on your pre-work assessment.
- ***The 7 Habits* FranklinCovey Planning System**
- **Participant Guidebook** A manual filled with examples and exercises.

All faculty are trained experts in FranklinCovey's *The 7 Habits of Highly Effective People®* curriculum.

Classroom Schedule

Nov. 12-14	New York, NY	2601-FEW-00428
Nov. 14-16	Chicago, IL	2601-FEW-00429
Nov. 14-16	San Francisco, CA	2601-FEW-00430
Nov. 28-30	Albany, NY	2601-FEW-00483
Nov. 28-30	Las Vegas, NV	2601-FEW-00431
Nov. 28-30	Overland Park, KS	2601-FEW-00432
Dec. 3-5	New York, NY	2601-FEW-00433
Dec. 3-5	Pittsburgh, PA	2601-FEW-00434
Dec. 5-7	Arlington, VA	2601-FEW-00435
Dec. 5-7	Los Angeles, CA	2601-FEW-00425
Dec. 5-7	Seattle, WA	2601-FEW-00439
Dec. 10-12	Boston, MA	2601-FEW-00436
Dec. 10-12	Honolulu, HI	2601-FEW-00484
Dec. 12-14	Dallas, TX	2601-FEW-00441
Dec. 17-19	Chicago, IL	2601-FEW-00442
Dec. 17-19	San Francisco, CA	2601-FEW-00443
Jan. 7-9	Arlington, VA	2601-FEW-00444
Jan. 9-11	Houston, TX	2601-FEW-00446
Jan. 9-11	Newport Beach, CA	2601-FEW-00449
Jan. 14-16	Minneapolis, MN	2601-FEW-00447
Jan. 16-18	Chicago, IL	2601-FEW-00445
Jan. 16-18	New York, NY	2601-FEW-00448
Jan. 16-18	San Francisco, CA	2601-FEW-00450
Jan. 23-25	Atlanta, GA	2601-FEW-00440
Jan. 28-30	Colorado Springs, CO	2601-FEW-00485
Jan. 28-30	Phoenix, AZ	2601-FEW-00452
Jan. 30-Feb. 1	Dallas, TX	2601-FEW-00453
Jan. 30-Feb. 1	Philadelphia, PA	2601-FEW-00438
Feb. 4-6	Anaheim, CA	2601-FEW-00454
Feb. 6-8	Arlington, VA	2601-FEW-00455
Feb. 6-8	Miami, FL	2601-FEW-00456

Visit our website for additional dates and locations

3 days/1.8 CEUs/18 PDUs

$2,195/AMA Members $1,995

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LIVE ONLINE SCHEDULE

1.2 CEUs • $2,195/AMA Members $1,995

Monday 2-5 pm ET • 4 Lessons

Nov. 26-Dec. 17, 2012	2601-FEW-00476
Feb. 25-Mar. 18, 2013	2601-FEW-00477

Monday 9 am-12 noon ET • 4 Lessons

Oct. 29-Nov. 19, 2012	2601-FEW-00487

Project Management Institute Registered Education Provider

AMA has been reviewed and approved as a provider of project management training by the Project Management Institute (PMI).

Developing Your Emotional Intelligence

SEMINAR #2144

Developed with Dr. Daniel Goleman, based on his research and bestselling book *Leadership: The Power of Emotional Intelligence.*

www.amanet.org/2144

Recognize and harness emotions and actions to become a more valuable performer.

Emotional intelligence (EI) is vital to being an effective and high-performing member of any team. Business professionals who understand the connection between emotions and actions and can apply EI skills to maximize effectiveness have a stand-out advantage in any organization.

Dr. Daniel Goleman introduced his perspectives on EI in 1995 and a has become world-renowned expert in the field. Only Goleman's EI model focuses specifically on the behavioral level, on performance at work and on organizational leadership. He has developed this seminar with AMA to introduce you to this proven EI model and provide you with the insight and skills to apply it in making your job and career more effective, satisfying and successful.

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

TOPICS COVERED

The Meaning and Value of Emotional Intelligence

- Defining Emotional Intelligence (EI)
- Comprehending the neurological and physiological underpinnings of EI
- Relating the behaviors, impact and challenges of EI on workplace performance
- Identifying your workplace relationships and their importance to yourself and others

Explaining the EI Competency Framework

- Defining the four domains in the Emotional Intelligence model
- Explaining the relevant competencies associated with each domain

Gaining Personal Insight into Your EI Competencies Through a Self-Assessment

- Describing your EI strengths and challenges to illustrate your ESCI profile
- Selecting potential developmental areas for enhancing your EI skills
- Being aware of your personal reactions to the self-assessment

Tools and Techniques for Increasing Competence in the Four Domains of EI

- Explaining each domain: Self-Awareness, Self-Management, Social Awareness, Relationship Management
- Describing developmental activities that will increase skill and understanding
- Practicing developmental activities associated with each domain

Identifying Areas for Improvement and Specific Steps for Developing EI

- Consolidating information from assessment/reflection into an action plan
- Planning specific techniques to act on improvement areas
- Devising methods to maintain focus on development plans

WHO SHOULD ATTEND

Business professionals who want to maximize their performance by increasing emotion management and self-understanding through emotional intelligence training.

FACULTY SPOTLIGHT*



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 curricula and instructional materials for adult education programs. Ms. Mason has more than 20 years of experience as an educator and trainer.

*This seminar is also taught by other communication experts.

Classroom Schedule

Nov. 1-2	Atlanta, GA	2144-FEW-00121
Nov. 5-6	Arlington, VA.	2144-FEW-00130
Nov. 15-16	Boston, MA	2144-FEW-00122
Dec. 17-18	New York, NY	2144-FEW-00125
Dec. 20-21	Chicago, IL.	2144-FEW-00123
Jan. 28-29.	Arlington, VA.	2144-FEW-00124
Feb. 25-26	San Francisco, CA	2144-FEW-00126
March 7-8.	Arlington, VA.	2144-FEW-00128
March 21-22.	New York, NY	2144-FEW-00127

2 days/1.2 CEUs

$2,345/AMA Members $2,095

AMA Members save $250

EXTRA

Participants will receive a complimentary copy of *Leadership: The Power of Emotional Intelligence* by Daniel Goleman.

Note: Before attending this session, you will receive a link to the online *Emotional and Social Competency Inventory* (self version) assessment. You must complete the assessment, print your results and bring to class in order to participate fully in this seminar.

Senior managers and leaders who want to apply EI skills to their leadership roles should register for **Leading with Emotional Intelligence** (seminar #2133), also developed with Dr. Daniel Goleman.

Managing Emotions in the Workplace®

Strategies for Success SEMINAR #2540

AN AMA BLENDED LEARNING SEMINAR

Understand how emotions affect your job performance—and learn practical techniques to manage them.

As you face the pressures of doing more work with more stressful deadlines and workplace demands on personal time, you're likely to find yourself in situations where it's critical to control your emotions.

BENEFITS OF ATTENDING

- The connection between emotions and workplace stress
- Maintain emotional composure and maximize relationships
- Express emotions through assertiveness 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.

www.amanet.org/2540

Classroom Schedule

Nov. 5-6	Chicago, IL	2540-FEW-00517
Nov. 29-30	New York, NY	2540-FEW-00516
Dec. 13-14	Arlington, VA	2540-FEW-00520
Feb. 11-12	Anaheim, CA	2540-FEW-00532
March 14-15	New York, NY	2540-FEW-00521
March 21-22	Chicago, IL	2540-FEW-00522

2 days/1.2 CEUs/12 PDUs

$2,095/AMA Members $1,895

AMA Members save $200

Project Management Institute Registered Education Provider

AMA has been reviewed and approved as a provider of project management training by the Project Management Institute (PMI).

BEST SELLER

Assertiveness Training SEMINAR #2188

AN AMA BLENDED LEARNING SEMINAR

Gain more confidence, decisiveness and respect.

Learn powerful tools for assertiveness to help you deal with conflict at all levels in the organization, discover techniques on how to be an assertive communicator, acquire ways to handle receiving and giving feedback and address business etiquette when professionalism and assertiveness are required. You'll assess your areas of strength and growth in this critical skill, understand how social styles affect assertiveness behaviors and benefit by learning steps for conflict resolution. Overall enhance your assertiveness skills for immediate on the job use.

BENEFITS OF ATTENDING

- Gain essentials of assertiveness
- Practice assertiveness behaviors through verbal and visual techniques
- Address assertive issues in both your personal life and business life
- 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 for ways 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.

www.amanet.org/2188

Classroom Schedule

Oct. 31-Nov. 2	Chicago, IL	2188-FEW-00143
Nov. 5-7	Atlanta, GA	2188-FEW-00156
Nov. 12-14	Houston, TX	2188-FEW-00130
Dec. 5-7	Chicago, IL	2188-FEW-00134
Dec. 10-12	San Francisco, CA	2188-FEW-00132
Dec. 17-19	New York, NY	2188-FEW-00133
Jan. 9-11	Arlington, VA	2188-FEW-00136
Feb. 20-22	Chicago, IL	2188-FEW-00138
March 4-6	New York, NY	2188-FEW-00140
March 11-13	San Francisco, CA	2188-FEW-00137

3 days/1.8 CEUs

$2,195/AMA Members $1,995

AMA Members save $200

Also available as a **Live Online Seminar**

AN AMA BLENDED LEARNING SEMINAR

BEST SELLER

Assertiveness Training for Women in Business SEMINAR #2528

www.amanet.org/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. The assertive person usually sends the right signals and gets 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

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

Assertive 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.

FACULTY SPOTLIGHT*



Donna M. Festa-Zereconski is a human resources specialist in the field of professional development. She has extensive experience in designing and facilitating professional and management development programs in a variety of service-oriented industries at all employee levels. Her areas of expertise include interpersonal skills, management development, communication skills and employee productivity.

*This seminar is also taught by other communication experts.

Classroom Schedule

Oct. 31-Nov. 2	Seattle, WA	2528-FEW-00832
Nov. 7-9	Cincinnati, OH	2528-FEW-00855
Nov. 12-14	New York, NY	2528-FEW-00851
Nov. 28-30	Morristown, NJ	2528-FEW-00833
Dec. 3-5	New York, NY	2528-FEW-00834
Dec. 3-5	San Francisco, CA	2528-FEW-00835
Dec. 10-12	Atlanta, GA	2528-FEW-00836
Dec. 12-14	Albany, NY	2528-FEW-00856
Dec. 17-19	Arlington, VA	2528-FEW-00837
Jan. 9-11	Chicago, IL	2528-FEW-00838
Jan. 23-25	Honolulu, HI	2528-FEW-00857
Jan. 23-25	New York, NY	2528-FEW-00839
Feb. 11-13	San Francisco, CA	2528-FEW-00841
Feb. 20-22	New York, NY	2528-FEW-00858
Feb. 25-27	Arlington, VA	2528-FEW-00842
March 4-6	Atlanta, GA	2528-FEW-00843
March 13-15	Dallas, TX	2528-FEW-00845
March 18-20	New York, NY	2528-FEW-00846
March 25-27	Philadelphia, PA	2528-FEW-00852

3 days/1.8 CEUs/18 PDUs

$2,345/AMA Members $2,095

AMA Members save $250

LIVE ONLINE SCHEDULE

1.2 CEUs/12 PDUs • $2,345/AMA Members $2,095

Mon. and Wed. 2-5 pm ET • 4 Lessons

March 11-20, 2013 . . . . . 2528-FEW-00844

Project Management Institute Registered Education Provider

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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.

www.amanet.org/2527

Classroom Schedule

Nov. 14-16	Arlington, VA	2527-FEW-00839
Dec. 12-14	New York, NY	2527-FEW-00840
Jan. 16-18	Chicago, IL	2527-FEW-00841
Feb. 20-22	San Francisco, CA	2527-FEW-00842
March 25-27	New York, NY	2527-FEW-00843

3 days/1.8 CEUs

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

NEW! Leadership Development for Women SEMINAR #2010

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

Despite years of advances in both legal and corporate policies, many qualified women don't get the jobs they want. 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. Discover how to conduct yourself in a manner that earns you respect, and pursue your goals with positive energy.

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 learning to take things less personally
- Learn to deal with hypercompetitive colleagues in whom you have low trust

TOPICS COVERED

- Becoming a more confident, assertive woman in a competitive, male-dominated world
- Getting out of your comfort zone and developing a more 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
- Learning how to collaborate with people you don't like

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.

www.amanet.org/2010

Classroom Schedule

Feb. 25-26	New York, NY	2010-FEW-00001
March 25-26	Chicago, IL	2010-FEW-00002

2 days/1.2 CEUs

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

Developing Your Personal Brand and Professional Image

SEMINAR #2274

Advance your career and differentiate yourself with a distinctive presence.

Making a strong and favorable impression in business is far more than following a list of "dos and don'ts." You must perfect an authentic professional image—your own unique "brand"—that's truly right for you and nobody else. Your image and brand need to benefit you not only in your organization but also in today's culturally diverse world.

By attending this course, you'll have the opportunity to assess your own image and see yourself as others see you. With expert coaching, you'll begin to enhance and develop every aspect of your "professional presence"—one that will also help you to pursue your career goals with greater self-esteem and confidence.

BENEFITS OF ATTENDING

- Understand professional presence and its importance in business
- Know how to apply the principles of personal branding
- Assess and critique your own professional image
- Identify and use the principles of global and cultural etiquette
- Apply the principles of professionalism in business and personal environments

TOPICS COVERED

- Developing your personal brand with confidence and credibility
- Knowing and creating the right "look" of professional presence
- Practicing the tools of powerful in-person and electronic communication
- Exploring the social context of professional presence
- Correcting a lack of cultural awareness to avoid compromising your business dealings
- Formulating strategies for maintaining your professional presence
- Putting it all together—your total executive image

EXTRA

See yourself as others see you—in this course, you'll be recorded and receive supportive and positive feedback, as well as helpful recommendations.

WHO SHOULD ATTEND

Business professionals who want to project a positive image and distinctive brand.

www.amanet.org/2274

Classroom Schedule

Nov. 26-27	New York, NY	2274-FEW-00438
Dec. 3-4	Arlington, VA	2274-FEW-00439
March 11-12	New York, NY	2274-FEW-00440

2 days/1.2 CEUs

$1,995/AMA Members $1,795

AMA Members save $200

Developing Your Collaborative Skills

SEMINAR #2185

Learn to collaborate more effectively with co-workers to enhance performance and career success.

Collaborative skills are as important for individual team members as they are for managers. Applied successfully, they can promote more successful problem solving, idea generation and product improvement within your own team, cross-functionally and with global team members. They are especially helpful for individuals trying to adapt to new teams and additional responsibilities brought about by restructurings, downsizings and other organizational changes. Through hands-on experience, this seminar will help you master the language and techniques of collaboration and can also lead to more visibility and recognition for increased career success.

BENEFITS OF ATTENDING

- Reduce conflict and solve problems in a cooperative environment
- Understand how to stimulate creativity and innovation
- Create high-trust relationships with colleagues and customers
- Build and grow a stronger informal network
- Use technology to enhance your collaborative efforts
- Represent your viewpoint and negotiate with greater success

TOPICS COVERED

- Knowing the language of collaboration
- Building a diversified network and collaborating with team members both in person and virtually
- Developing key communication skills for effective collaboration
- Converting conflict into collaboration
- Enhancing discussions, acquiring information and networking through social media
- Creating trust to work collaboratively

WHO SHOULD ATTEND

Those who need to expand their collaborative skills to enhance their performance, support team output and effectiveness and expand their opportunities for career success.

www.amanet.org/2185

Classroom Schedule

Nov. 15-16	Chicago, IL	2185-FEW-00012
Dec. 6-7	Arlington, VA	2185-FEW-00013
Feb. 21-22	Atlanta, GA	2185-FEW-00014
March 21-22	San Francisco, CA	2185-FEW-00015

2 days/1.2 CEUs

$2,095/AMA Members $1,895

AMA Members save $200

Supervisors and managers seeking to improve their collaborative skills to create a more effective team should take **Collaborative Leadership Skills for Managers,** seminar #2186. **See amanet.org/2186**

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" in your systems that throw you out of focus
- Building a command-central 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.

www.amanet.org/2118

Classroom Schedule

Nov. 15-16	San Francisco, CA	2118-FEW-00009
Dec. 6-7	Arlington, VA	2118-FEW-00006
March 7-8	New York, NY	2118-FEW-00007
March 25-26	Atlanta, GA	2118-FEW-00017

2 days/1.2 CEUs

$2,095/AMA Members $1,895

AMA Members save $200

NEW! How to Turn Data into Compelling Visual Presentations SEMINAR #2012

Visually and clearly present data and the message it represents.

When you have important data to present to others—information that summarizes an analysis you've done, or some other significant message that conveys data—your story is only as powerful as your presentation.

Data visualization and infographics are extremely powerful tools for presenting data in a clear, meaningful and compelling way. The best visualizations can capture an audience's attention and provide instant clarity. This course will give you an overview of data visualization and infographics as well as tools for presenting your data and message in the most effective manner possible. You'll learn how to choose just the right form for presenting your content, rather than just picking a general template that does not do justice to your work—and achieve greater credibility and professionalism through your presentations.

BENEFITS OF ATTENDING

- Analyze data that you receive in multiple formats and explain it to others
- Present information in a clear and meaningful manner to different types of audiences
- Recognize the best usage of different forms of data visualization and infographics
- Increase the impact of your message and the strength of your argument
- Become familiar with the available tools/techniques for data visualization
- Understand differences between editorial and brand-centric content, dashboards and interfaces

TOPICS COVERED

- Understanding the value and benefits of using infographics in telling your story
- Infographic formats: choosing the right vehicle for your message
- Understanding static, interactive, and motion-graphic forms of data visualization
- Strategies for distributing and promoting your information using social media
- Learning the basic principles of information design
- Dos and don'ts of infographics: identifying their misuse and overuse

WHO SHOULD ATTEND

Individuals at all levels of an organization who must analyze data and present their findings to an audience.

www.amanet.org/2012

Classroom Schedule

March 7-8	New York, NY	2012-FEW-00001

2 days/1.2 CEUs

$2,195/AMA Members $1,995

AMA Members save $200

Also available as a **Live Online Seminar**

BEST SELLER

How to Communicate with Diplomacy, Tact and Credibility

SEMINAR #2206

www.amanet.org/2206

Get your point across with a positive professional image.

When challenged, overwhelmed or on the spot, can you hear others clearly and respond appropriately? When presenting ideas, do you seek to gain cooperation or to seize control? Do you avoid difficult situations and relationships—or collaborate through thoughtful and diplomatic interactions?

How well you communicate can make or break your professional image, influencing how others view your work, your performance—and your prospects for career mobility. Now you can learn how to choose and use the most appropriate words and emotional tone for every business situation. In just two days, this seminar offers insights into communication styles, while providing you with skills for clearly and effectively receiving and transmitting information, ideas, thoughts, feelings and needs.

BENEFITS OF ATTENDING

- Communicate efficiently and tactfully with clients, direct reports, colleagues, your boss and senior management
- Respond in a professional manner, even when you're out of your comfort zone
- Strengthen your communication effectiveness with active listening
- Elicit cooperation and respect by modeling
- Improve your image through increased self-awareness

TOPICS COVERED

How Diplomacy, Tact and Credibility Influence How Others Perceive You

- How "image" impacts others' perception of you, your credibility and your job performance
- Using diplomacy, tact and credibility to positively impact your image

Communication Style Differences: The Insight Inventory®

- Awareness of your communication style
- How stress negatively impacts how you communicate
- "Reading" others so that you can communicate more effectively
- Utilizing diplomacy, tact and credibility when communicating across styles

Effective and Powerful Communication Skills

- Why miscommunication is "expensive"
- The communication-based components of image
- How to positively impact the visual, verbal and vocal components of communication
- The "Know-Feel-Do" model of communicating

Listening for Effective Communication

- The barriers and obstacles to listening
- How good listening is critical as a "receiver" of a communications message
- Building rapport through good listening
- How to use active listening skills
- Using listening skills to build and improve your image

Using Diplomacy, Tact and Credibility

- Understanding how and when to use diplomacy
- How and when to be tactful
- The concept of credibility: what it is, how to use it when communicating
- Five actions for credible communications
- How to handle difficult situations with diplomacy, tact and credibility

Your Communication Action Plan

- Creating an action plan to improve your communication skills back at work
- Signing a "follow-up" contract

WHO SHOULD ATTEND

Business professionals who want to advance their credibility with diplomatic methods of communication.

Project Management Institute Registered Education Provider

AMA has been reviewed and approved as a provider of project management training by the Project Management Institute (PMI).

Classroom Schedule

Nov. 8-9	Hartford, CT	2206-FEW-00903
Nov. 8-9	Parsippany, NJ	2206-FEW-00904
Nov. 12-13	Arlington, VA.	2206-FEW-00905
Nov. 15-16	New Orleans, LA	2206-FEW-00963
Nov. 26-27	San Diego, CA	2206-FEW-00908
Dec. 3-4	Boston, MA	2206-FEW-00910
Dec. 3-4	Minneapolis, MN	2206-FEW-00906
Dec. 6-7	Durham, NC	2206-FEW-00929
Dec. 6-7	San Francisco, CA	2206-FEW-00912
Dec. 10-11	Dallas, TX.	2206-FEW-00913
Dec. 10-11	Los Angeles, CA	2206-FEW-00914
Dec. 10-11	New York, NY	2206-FEW-00915
Dec. 13-14	Denver, CO	2206-FEW-00916
Dec. 13-14	Pittsburgh, PA	2206-FEW-00917
Dec. 13-14	Seattle, WA	2206-FEW-00918
Dec. 17-18	Arlington, VA.	2206-FEW-00919
Dec. 17-18	Chicago, IL.	2206-FEW-00920
Jan. 7-8.	Chicago, IL.	2206-FEW-00924
Jan. 10-11.	New York, NY	2206-FEW-00921
Jan. 14-15.	San Francisco, CA	2206-FEW-00928
Jan. 17-18.	Arlington, VA.	2206-FEW-00922
Jan. 17-18.	Atlanta, GA	2206-FEW-00923
Jan. 24-25.	Albany, NY	2206-FEW-00971
Jan. 24-25.	Houston, TX	2206-FEW-00925
Jan. 28-29.	Cincinnati, OH	2206-FEW-00930
Jan. 28-29.	Newport Beach, CA	2206-FEW-00926
Jan. 31-Feb. 1	Fort Lauderdale, FL.	2206-FEW-00944
Feb. 4-5	Boston, MA	2206-FEW-00931
Feb. 7-8	Atlanta, GA	2206-FEW-00909
Feb. 7-8	Dallas, TX.	2206-FEW-00932
Feb. 7-8	New York, NY	2206-FEW-00933
Feb. 11-12	Chicago, IL.	2206-FEW-00934
Feb. 14-15	Parsippany, NJ	2206-FEW-00935
Feb. 14-15	San Francisco, CA	2206-FEW-00936
Feb. 21-22	Arlington, VA.	2206-FEW-00938
Feb. 21-22	Minneapolis, MN	2206-FEW-00939
Feb. 21-22	Philadelphia, PA	2206-FEW-00964
Feb. 28-Mar. 1	Atlanta, GA	2206-FEW-00940
March 4-5	Chicago, IL.	2206-FEW-00941
March 4-5	New York, NY	2206-FEW-00942
March 7-8.	Denver, CO	2206-FEW-00943
March 11-12	Arlington, VA.	2206-FEW-00945
March 11-12	San Antonio, TX	2206-FEW-00972
March 18-19	San Francisco, CA	2206-FEW-00948
March 21-22	Indianapolis, IN	2206-FEW-00973
March 21-22	San Diego, CA	2206-FEW-00947
March 28-29	Princeton, NJ	2206-FEW-00927

Visit our website for additional dates and locations

2 days/1.2 CEUs/12 PDUs

$2,095/AMA Members $1,895

AMA Members save $200

LIVE ONLINE SCHEDULE

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

Mon.-Thurs. 2-5 pm ET • 4 Lessons

Jan. 7-10, 2013 . . . . . 2206-FEW-00956

Also available as a **Live Online Seminar**

BEST SELLER

Communication and Interpersonal Skills

A Seminar for IT and 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
- Interpersonal 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.

www.amanet.org/2576

Classroom Schedule

Nov. 15-16	Atlanta, GA	2576-FEW-00734
Dec. 3-4	Chicago, IL	2576-FEW-00735
Dec. 13-14	New York, NY	2576-FEW-00736
Jan. 14-15	Arlington, VA	2576-FEW-00737
Feb. 14-15	San Francisco, CA	2576-FEW-00739
Feb. 28-Mar. 1	New York, NY	2576-FEW-00747
March 21-22	Chicago, IL	2576-FEW-00740

2 days/1.2 CEUs/12 PDUs

$2,095/AMA Members $1,895

AMA Members save $200

LIVE ONLINE SCHEDULE

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

Mon.-Thurs. 2-5 pm ET • 4 Lessons

Feb. 4-7, 2013 . . . . . 2576-FEW-00738

Interpersonal Skills for Managers SEMINAR #2575

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 synergistic 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.

www.amanet.org/2575

Classroom Schedule

Nov. 12-14	New York, NY	2575-FEW-99540
Nov. 26-28	Chicago, IL	2575-FEW-99541
Feb. 25-27	San Francisco, CA	2575-FEW-99544
March 20-22	New York, NY	2575-FEW-99542

3 days/1.8 CEUs/18 PDUs

$2,345/AMA Members $2,095

AMA Members save $250

PMI accreditation applies to all seminars on this page.

Project Management Institute Registered Education Provider

AMA has been reviewed and approved as a provider of project management training by the Project Management Institute (PMI).

Moving Ahead: Breaking Behavior Patterns that Hold You Back SEMINAR #2255

Overcome and resolve workplace situations where ineffective behavior is at play.

Destructive behavior can result in "career suicide"—even for the most capable employees. Move forward and get the rewards you deserve.

BENEFITS OF ATTENDING

- Identify people and situations that can elicit bad behavior
- Successfully change or modify career-sabotaging habits
- Understand how negative behaviors affect teamwork
- Achieve better work relationships and change how you are perceived
- Manage feelings of frustration and anger in the workplace
- Gain recognition for contributing to a more positive and happier work environment

TOPICS COVERED

- How to identify and overcome self-defeating behaviors
- Improving your professional image
- Activating positive self-talk and "can do" attitude
- Understanding and changing the emotional hardwiring behind your reactions to people and situations
- A five-step process to overcome emotional "hijackers"
- How to increase your Emotional IQ to better handle interpersonal and team relationships
- How to choose reactions instead of letting them choose you
- The role of empathy in becoming more productive
- Accepting your responsibility to communicate effectively
- How to influence and persuade others more effectively through emotional self-management
- Building positive working relationships by flexing your responses to others' personalities and communication styles

WHO SHOULD ATTEND

Those who may have a negative behavior pattern that has impeded career success.

www.amanet.org/2255

Classroom Schedule

Nov. 8-9 . . . . . Arlington, VA 2255-FEW-00144
Dec. 10-11. . . . . New York, NY. 2255-FEW-00143
Feb. 21-22 . . . . . Chicago, IL 2255-FEW-00145
March 14-15 . . . . . San Francisco, CA 2255-FEW-00148

2 days/1.2 CEUs

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

NEW! Building and Maintaining Your Organization's Reputation Surviving a Crisis SEMINAR #5116

Know how to avert a crisis before it occurs—and rebuild if one does.

For every business, today is an age of crisis and reputation management. From "small" crises to major ones, companies are finding themselves drawing negative attention on a regular basis, with every move under increasingly public scrutiny.

This seminar will help you to significantly improve your crisis and reputation management capabilities so you can reduce the risk posed to your organization in any kind of crisis. Through detailed case studies and crisis simulations, you'll learn to evaluate the crisis potential of situations and have a plan in place that you can enact with speed if and when a crisis occurs. You'll also discover how to create and communicate this plan.

BENEFITS OF ATTENDING

- Learn to scan business practices for political and social risks
- Anticipate and prepare for potential crises
- Explore techniques for solving problems in high-pressure crisis situations
- Develop strategies for managing stakeholders, public opinion and the media
- Integrate a crisis management approach into your overall business strategy

TOPICS COVERED

- Knowing how to evaluate the crisis potential of your business
- How concerns over quality commonly erode trust in a business
- Using the Trust Radar Tool to quickly establish trust among customers and key stakeholders
- Managing public perception and the media
- Improving your ability to manage crises effectively
- Simulating a real-life crisis scenario
- Building a crisis management capability

WHO SHOULD ATTEND

Executives and managers who need a strategy for avoiding and/or addressing risks to a company's reputation, as well as a communication plan for sharing this strategy with all staff.

www.amanet.org/5116

Classroom Schedule

March 18-19 . . . . . New York, NY. 5116-FEW-00001

2 days/1.2 CEUs

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

Also available as a **Live Online Seminar**

Responding to Conflict

Strategies for Improved Communication SEMINAR #2115

BEST SELLER

www.amanet.org/2115

Learn how to manage conflict rather than have it manage you.

Conflict is all around us, and most people try to avoid it. But conflict is not all bad. Rather than react to it on a purely emotional level, get the professional skills to manage disputes and disagreements positively and proactively.

BENEFITS OF ATTENDING

- Gain a new understanding of conflict
- Understand your own conflict patterns
- Improve your listening and communication skills
- Learn to "read" conflicts by developing a "conflict map"
- Practice effective methods of intervention and conflict management

TOPICS COVERED

Developing Conflict Awareness
- Conflict vs. disagreement
- The five stages of conflict development
- Barriers to conflict management

Responding to Conflict
- Identifying and understanding your own conflict behavior
- Applying active listening skills for conflict management

Different Ways to Manage Conflict
- The five-step "conflict map"
- What conflict management strategy is right for you?
- Content vs. relationship conflicts
- Why not to ask "why?"

Conflict Strategies
- The 4 Cs: Competence, Credibility, Care, Communication
- How to reinstate trust
- How to become solution-focused, not problem-focused

Moving Beyond Conflict
- Difficult people vs. difficult behavior
- Asserting yourself
- Coping with resistance
- Saying no assertively

Mapping the Conflict
- Mapping a conflict in five steps, from positions to solutions
- Exploring a conflict from various viewpoints
- Determining common ground in a conflict
- Generating and implementing goal-oriented alternatives

Trust in Minimizing Conflict
- Learning key fundamentals for building trust
- Discovering how trust is lost and how it's reestablished
- Developing win-win solutions: interests vs. positions

Dealing with Difficult Behavior
- Differentiating between difficult people and difficult behavior
- Discovering a two-step process for handling passive and aggressive behaviors
- Learning to create a viable alternative to group conflict

Thunderstorms
- Addressing your own "thunderstorms" (emotionally explosive tense conflicts)
- Applying appropriate conflict strategies through role-play

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.

FACULTY SPOTLIGHT*



Jean Bruno is a learning facilitator and trainer with over 20 years' diverse business experience in roles including organization development consultant, certified professional coach and human performance manager. Ms. Bruno completed her undergraduate work at the University of Illinois-Chicago and her graduate work at Loyola University-Chicago, where she received her master's degree in Organization Development.

*This seminar is also taught by other communication experts.

Classroom Schedule

Nov. 5-7	Arlington, VA.	2115-FEW-00423
Nov. 26-28	San Francisco, CA	2115-FEW-00421
Dec. 5-7	New York, NY	2115-FEW-00422
Dec. 10-12	Chicago, IL.	2115-FEW-00420
Jan. 23-25.	Arlington, VA.	2115-FEW-00434
Jan. 30-Feb. 1	New York, NY	2115-FEW-00424
Feb. 27-Mar. 1	Arlington, VA.	2115-FEW-00425
March 11-13	Chicago, IL.	2115-FEW-00452

3 days/1.8 CEUs/18 PDUs

$2,345/AMA Members $2,095

AMA Members save $250

LIVE ONLINE SCHEDULE

1.2 CEUs/12 PDUs • $2,345/AMA Members $2,095

Mon. and Wed. 2-5 pm ET • 4 Lessons

Oct. 29-Nov. 7, 2012		2115-FEW-00419
Feb. 25-Mar. 6, 2013		2115-FEW-00426

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Dynamic Listening Skills for Successful Communication

SEMINAR #2271

Effective communication is the secret ingredient to your organization's bottom-line demands.

When was the last time you wanted to scream: "Is anyone listening?" Well, you're not alone. Although all of us talk and listen to one another, we may not be communicating. In a working environment defined by diversity, stress and uncertainty, it is not surprising that misunderstandings abound. But help is on the way. This powerful seminar delivers *The Strategic Verbal Communication System*—an easy-to-learn process that enhances communication and encourages productive interactions.

BENEFITS OF ATTENDING

- Discover a powerful communication model for turning all interactions into productive outcomes
- Provide constructive information by addressing the performance—not the person
- Coach and counsel employees to build productivity and future employee development
- Listen actively and show interest and concern
- Clarify meaning and verify information to minimize misunderstanding and wasted time
- Foster positive attitudes by providing effective feedback

TOPICS COVERED

- Acknowledging the emotions and ideas of others to build trust and improve communication in team situations
- Adjusting communication behaviors to communicate with different styles
- Listening actively to separate message content from feeling
- Asking questions to expand knowledge and bring out new ideas
- Directing others by giving clear instructions and delegating responsibility and authority

WHO SHOULD ATTEND

Business professionals who want to ensure that they are applying listening skills to communicate effectively.

www.amanet.org/2271

Classroom Schedule

Nov. 29-30	Atlanta, GA	2271-FEW-00207
Dec. 13-14	New York, NY	2271-FEW-00201
Feb. 14-15	Chicago, IL	2271-FEW-00202
March 21-22	New York, NY	2271-FEW-00208

2 days/1.2 CEUs/12 PDUs

$1,995/AMA Members $1,795

AMA Members save $200

Project Management Institute Registered Education Provider

AMA has been reviewed and approved as a provider of project management training by the Project Management Institute (PMI).

Communication Boot Camp

SEMINAR #2210

Text messaging, the BlackBerry, iPhone—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? 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.

www.amanet.org/2210

Classroom Schedule

Nov. 5-7	New York, NY	2210-FEW-00072
Dec. 10-12	Chicago, IL	2210-FEW-00071
March 20-22	San Francisco, CA	2210-FEW-00073

3 days/1.8 CEUs/18 PDUs

$2,195/AMA Members $1,995

AMA Members save $200

Project Management Institute Registered Education Provider

AMA has been reviewed and approved as a provider of project management training by the Project Management Institute (PMI).

Also available as a **Live Online Seminar**

Building Better Work Relationships

New Techniques for Results-Oriented Communication

SEMINAR #2235

BEST SELLER

www.amanet.org/2235

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

- How do you build 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
- 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.

FACULTY SPOTLIGHT*



Kate Driesen has conducted communication, leadership and presentation skills training for thousands of business executives and professionals since 1990. A certified self-esteem trainer, she also drills her clients in gender-speak and insight inventory.

*This seminar is also taught by other communication experts.

Classroom Schedule

Oct. 31-Nov. 2	Arlington, VA	2235-FEW-00987
Oct. 31-Nov. 2	Newport Beach, CA	2235-FEW-00989
Nov. 5-7	Indianapolis, IN	2235-FEW-01026
Nov. 7-9	New York, NY	2235-FEW-00988
Nov. 12-14	Chicago, IL	2235-FEW-00991
Nov. 26-28	San Francisco, CA	2235-FEW-00994
Dec. 3-5	Dallas, TX	2235-FEW-00992
Dec. 3-5	New York, NY	2235-FEW-00993
Dec. 10-12	Arlington, VA	2235-FEW-00995
Dec. 10-12	Chicago, IL	2235-FEW-00996
Dec. 12-14	New Orleans, LA	2235-FEW-01027
Dec. 12-14	Philadelphia, PA	2235-FEW-00990
Jan. 7-9	New York, NY	2235-FEW-00997
Jan. 16-18	San Francisco, CA	2235-FEW-00998
Jan. 23-25	Arlington, VA	2235-FEW-01000
Jan. 23-25	Chicago, IL	2235-FEW-01019
Jan. 30-Feb. 1	Atlanta, GA	2235-FEW-01002
Feb. 4-6	Chicago, IL	2235-FEW-01004
Feb. 13-15	New York, NY	2235-FEW-01005
Feb. 20-22	Arlington, VA	2235-FEW-01028
Feb. 20-22	San Francisco, CA	2235-FEW-01006
Feb. 25-27	Boston, MA	2235-FEW-01003
Feb. 27-Mar. 1	Dallas, TX	2235-FEW-01007
March 4-6	Honolulu, HI	2235-FEW-01029
March 6-8	Arlington, VA	2235-FEW-01008
March 11-13	Chicago, IL	2235-FEW-01009
March 18-20	New York, NY	2235-FEW-01030
March 18-20	Phoenix, AZ	2235-FEW-01010
March 25-27	Los Angeles, CA	2235-FEW-01001

3 days/1.8 CEUs/18 PDUs

$2,345/AMA Members $2,095

AMA Members save $250

LIVE ONLINE SCHEDULE

1.2 CEUs/12 PDUs • $2,345/AMA Members $2,095

Monday 2-5 pm ET • 4 Lessons

Oct. 29-Nov. 19, 2012	**2235-FEW-00986**
Feb. 25-Mar. 18, 2013	**2235-FEW-00999**

Project Management Institute Registered Education Provider

AMA has been reviewed and approved as a provider of project management training by the Project Management Institute (PMI).

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

Managers, supervisors, team leaders and business professionals at all levels who wish to have more effective conversations.

www.amanet.org/2109

Classroom Schedule

Nov. 15-16	New York, NY	2109-FEW-00201
Dec. 3-4	Chicago, IL	2109-FEW-00192
Dec. 10-11	New York, NY	2109-FEW-00193
Feb. 7-8	Arlington, VA	2109-FEW-00194
Feb. 25-26	New York, NY	2109-FEW-00195
March 14-15	Atlanta, GA	2109-FEW-00191

2 days/1.2 CEUs

$2,095/AMA Members $1,895

AMA Members save $200

Business Conversation Skills for the Multilingual Professional

SEMINAR #2150

Express your ideas directly and clearly using the conventions of American verbal and nonverbal communication.

For multilingual professionals, opportunities lie in expressing your ideas correctly and confidently. This 2-day workshop will improve your conversation skills on all levels through discussions and case studies. You will gain the confidence you need to speak your mind at work and create a style of business conversation that will help you achieve your professional and organizational goals.

BENEFITS OF ATTENDING

- Express yourself in a way that will increase self-confidence
- Recognize business conversational pitfalls and how to avoid them
- Recognize different styles in business conversations
- Gain the ability to become assertive and focus on the issues
- Increase your knowledge of body language and other nonverbal communication
- Select effective business language and patterns of delivery

TOPICS COVERED

- Applying cultural factors to conduct audience analyses
- Recognizing the elements of American nonverbal behaviors
- Choosing vocabulary that is clear and culturally appropriate
- Applying fundamental American grammar rules correctly
- Assembling messages to deliver proper emphasis and meaning
- Applying multisensory listening skills to reduce misunderstandings
- Evaluating how to influence others through an analysis of the situation and of your conversation partner's position, needs and responsibilities
- Recognizing that American business communication is about selling ideas both inside and outside the organization
- Action planning

WHO SHOULD ATTEND

Multilingual business professionals who find difficulty in verbal and nonverbal aspects of business conversation in U.S. companies.

www.amanet.org/2150

Classroom Schedule

Nov. 26-27	New York, NY	2150-FEW-00118
Dec. 13-14	Atlanta, GA	2150-FEW-00122
Feb. 21-22	New York, NY	2150-FEW-00119

2 days/1.2 CEUs

$1,995/AMA Members $1,795

AMA Members save $200

Polished writing and conversation skills are critical to success.

See **Business Writing for the Multilingual Professional,** seminar #2266 on page 24.

Communicating Up, Down and Across the Organization SEMINAR #2203

AN AMA BLENDED LEARNING SEMINAR

www.amanet.org/2203

Gain recognition, build stronger work relationships and deliver high-value results for yourself and your organization!

Leaders appreciate it when employees take the responsibility to communicate new ideas, innovations and better ways to get the work accomplished. This ability is especially crucial during times of uncertainty, where responsibilities can change unexpectedly and fresh ideas and input are essential at all organizational levels. This seminar offers practical and adaptive strategies for upward communication—as well as across and downward communication—to inform and influence others no matter where they fit in the organizational chart.

BENEFITS OF ATTENDING

- Gain recognition by showing managerial effectiveness, leadership and creativity
- Use upward communication and downward communication to create new opportunities within your organization
- Break down the barriers that stand between team cooperation and organizational effectiveness
- Reduce frustration through upward communication and downward communication to build cooperation between different silos
- Enhance productivity by gaining support and commitment
- Build *esprit de corps* and productive workplace relationships

TOPICS COVERED

Communication Basics

- Acquiring confidence, self-esteem and self-concept to project a positive external image
- Establishing trust and credibility for stronger work relationships
- Using rapport to shape effective messages and enhance your influence

Targeting Your Message

- Audience analysis: creating messages that address listeners' needs, wants and priorities
- Using listening skills to get the information needed for creating high-impact messages
- Communicating ideas in terms listeners care about
- Sharing information with others that leads to mutually beneficial results
- Trend-watching skills to project leadership and proactive communication competency
- Creating messages that speak to listeners' hearts and minds
- Adapting messages to others' communication and learning style preferences

Interpersonal Influence—Up, Down and Across the Organization

- Shaping others' responses using direct and indirect messages
- Using assertiveness in ways that allow others to understand and support you

One-to-Many Presentations—Up, Down and Across the Organization

- Practicing various presentation formats to communicate a clear plan of action, motivate others, gain recognition or build a business case

FACULTY SPOTLIGHT*



Laura Smith-Dunaief assists organizations and individuals in designing and building development and communication strategies to support business and personal goals. Her clients have included the United Nations Federal Credit Union, Schwab Capital Markets, the Security Traders Association of New York and Fairfield University, as well as many international private banks and investment banks.

*This seminar is also taught by other communication experts.

Classroom Schedule

Nov. 15-16	New York, NY	2203-FEW-00234
Nov. 29-30	Chicago, IL	2203-FEW-00235
Dec. 3-4	Atlanta, GA	2203-FEW-00236
Dec. 10-11	New York, NY	2203-FEW-00237
Jan. 24-25	Arlington, VA	2203-FEW-00238
Jan. 28-29	Chicago, IL	2203-FEW-00239
Feb. 25-26	New York, NY	2203-FEW-00241
March 14-15	Chicago, IL	2203-FEW-00280

2 days/1.2 CEUs/12 PDUs

$2,095/AMA Members $1,895

AMA Members save $200

WHO SHOULD ATTEND

All business professionals who want to build communication skills that encourage dialogue throughout the organization and among different departments and levels.

Project Management Institute Registered Education Provider

AMA has been reviewed and approved as a provider of project management training by the Project Management Institute (PMI).

PMP, PMBOK and the PMI R.E.P. logo are registered trademarks of the Project Management Institute, Inc.

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.

www.amanet.org/2578

Classroom Schedule

Nov. 5-7	Chicago, IL	2578-FEW-00336
Dec. 3-5.	Arlington, VA	2578-FEW-00337
Jan. 14-16	San Francisco, CA	2578-FEW-00338
Feb. 13-15	Atlanta, GA	2578-FEW-00342
Feb. 27-Mar. 1	Chicago, IL	2578-FEW-00340

3 days/1.8 CEUs • 18 PHR/SPHR

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

PHR • SPHR • GPHR Approved Provider HR Certification Institute

This program has been approved for 18 recertification credit hours toward PHR, SPHR and GPHR recertification through the Human Resource Certification Institute (HRCI). For more information about certification or recertification, please visit the HRCI homepage at www.hrci.org

Whoever Tells the Best Story Wins SEMINAR #2102

Engage and convince others to be passionate about your ideas.

The very best stories inspire people to take action. Many consider a powerful story to be a surefire way to persuade other people to get behind an idea or goal 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 inspire commitment and passion throughout your organization, as well as expand your professional influence. Learn how to communicate with greater energy and enthusiasm as you discover how to apply this time-proven method of building cooperation, understanding and excitement.

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 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 reach the conclusions you want them to reach

TOPICS COVERED
- Developing the mental agility to alternate between objective (facts) and subjective (storytelling), which to choose and when
- 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, 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, point of view
- Developing, testing and telling stories that suit the situation

EXTRA
Receive a complimentary copy of the book *Whoever Tells the Best Story Wins* when you attend, as well as an audio CD of the six kinds of stories identified during your seminar.

WHO SHOULD ATTEND
Business professionals who are looking for an innovative and fresh way to stimulate and engage others, in order to get the outcomes they want.

www.amanet.org/2102

Classroom Schedule

Nov. 5-6	Arlington, VA	2102-FEW-00068
Dec. 20-21.	San Francisco, CA	2102-FEW-00067

2 days/1.2 CEUs

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

Also available as a **Live Online Seminar**

Getting Results Without Authority

AN AMA BLENDED LEARNING SEMINAR

BEST SELLER

SEMINAR #2532

www.amanet.org/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. At this seminar, you'll focus on the key elements of influencing others when there is a lack of authority—personal power, persuasion and negotiation.

You'll 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 discussions.

BENEFITS OF ATTENDING

- Establish or regain credibility
- Use your power base to persuade
- Understand the person you're influencing
- Create a collaborative work environment
- 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
- Identify various negotiating techniques

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

Classroom Schedule

Nov. 5-7	New York, NY	2532-FEW-00934
Nov. 5-7	San Francisco, CA	2532-FEW-00935
Nov. 7-9	Chicago, IL	2532-FEW-00936
Nov. 12-14	Atlanta, GA	2532-FEW-00969
Nov. 14-16	Morristown, NJ	2532-FEW-00938
Nov. 26-28	Boston, MA	2532-FEW-00939
Dec. 3-5	Arlington, VA	2532-FEW-00940
Dec. 5-7	Denver, CO	2532-FEW-00942
Dec. 5-7	Durham, NC	2532-FEW-00937
Dec. 5-7	Hartford, CT	2532-FEW-00943
Dec. 10-12	Houston, TX	2532-FEW-00944
Dec. 12-14	San Francisco, CA	2532-FEW-00946
Dec. 17-19	Chicago, IL	2532-FEW-00947
Dec. 19-21	New York, NY	2532-FEW-00945
Jan. 9-11	New York, NY	2532-FEW-00979
Jan. 14-16	Arlington, VA	2532-FEW-00927
Jan. 14-16	Chicago, IL	2532-FEW-00980
Jan. 14-16	Las Vegas, NV	2532-FEW-00948
Jan. 16-18	Princeton, NJ	2532-FEW-00952
Jan. 23-25	Atlanta, GA	2532-FEW-00941
Jan. 28-30	Richmond, VA	2532-FEW-00968
Jan. 30-Feb. 1	Arlington, VA	2532-FEW-00981
Feb. 4-6	New York, NY	2532-FEW-00951
Feb. 6-8	San Jose, CA	2532-FEW-00982
Feb. 11-13	Dallas, TX	2532-FEW-00954
Feb. 20-22	Honolulu, HI	2532-FEW-00984
Feb. 25-27	Albany, NY	2532-FEW-00983
Feb. 27-Mar. 1	Chicago, IL	2532-FEW-00956
March 6-8	New York, NY	2532-FEW-00958
March 11-13	Boston, MA	2532-FEW-00959
March 18-20	Arlington, VA	2532-FEW-00960
March 25-27	San Francisco, CA	2532-FEW-00962
March 27-29	Atlanta, GA	2532-FEW-00955

3 days/1.8 CEUs/18 PDUs

$2,345/AMA Members $2,095

AMA Members save $250

LIVE ONLINE SCHEDULE

1.2 CEUs/12 PDUs • $2,345/AMA Members $2,095

Tuesday 2-5pm ET • 4 Lessons

Feb. 5-26, 2013 . . . . . **2532-FEW-00957**

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.

Project Management Institute Registered Education Provider

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BEST SELLER

Negotiating to Win SEMINAR #2513

AN AMA BLENDED LEARNING SEMINAR

www.amanet.org/2513

Gain the skills, insights and competencies required in all negotiations—in every industry—at every level.

Whether it's allocating resources for a project, funding a new initiative or establishing a supply chain for a new product or service, negotiation is inevitably at the heart of the process. But few people understand the structure, techniques and approaches available to them as they seek to positively influence an outcome.

This hands-on seminar gives you a step-by-step guide to effective negotiation. You must identify the problem, understand it from the other's perspective, generate alternative solutions and select a solution that benefits both sides. All parties need each other to achieve their goals. Negotiation focuses on solving the problem and closing the gap between what both parties want.

BENEFITS OF ATTENDING

- Know when—and when not—to negotiate
- Develop an effective plan and strategy
- 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 situation
- Effectively negotiate face to face, on the phone or through email and other media

TOPICS COVERED

What Is Negotiation?

- The basic concepts of negotiation
- What is negotiable in typical business situations
- Identifying approaches to negotiation

Negotiation Stages

- Identifying the six stages of negotiation
- Using appropriate behaviors in each of the stages
- Defining the influences on the negotiation process

Planning Your Negotiation

- Planning a negotiation
- Determining a settlement range
- Applying the planning framework in practice negotiation

Persuasion

- Applying the persuasion process
- Using the frame/reframe process to understand the other party
- Examining possible approaches to use when there is confrontation
- Using listening skills in the negotiation process

Communication

- Explaining the four dimensions of DiSC® and the style tendencies of each
- Describing the characteristics of dual styles and their impact on negotiations
- Describing how to adapt style to maximize the results of negotiations
- Identifying why negotiations become derailed and how to avoid negotiation traps

Crafting a Strategy for Your Negotiation

- Planning a strategy to apply to your negotiations
- Describing the process of identifying a problem or issue for negotiation
- Identifying steps and techniques for choosing appropriate communication methods
- Creating and applying a strategy for a business negotiation simulation

Action Plan

EXTRA

Leave with AMA's Negotiation Planner to help you prepare your negotiations every step of the way and effectively apply your newly-learned know-how.

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.

FACULTY SPOTLIGHT*



Frank Acuff is a management consultant whose extensive client list includes Barr Pharmaceuticals, BlueCross BlueShield, Coca-Cola, Home Depot, GlaxoSmithKline, Microsoft, Pfizer, Pillsbury and the U.S. Food and Drug Administration, among many others. An adjunct professor of organization behavior at Northwestern University, Mr. Acuff completed his undergraduate and graduate work at the University of Illinois at Champaign-Urbana.

*This seminar is also taught by other communication experts.

Classroom Schedule

Oct. 31-Nov. 2	Los Angeles, CA	2513-FEW-01125
Nov. 5-7	Seattle, WA	2513-FEW-01146
Nov. 12-14	New York, NY	2513-FEW-01127
Nov. 28-30	Chicago, IL	2513-FEW-01128
Dec. 3-5	New York, NY	2513-FEW-01129
Dec. 5-7	San Francisco, CA	2513-FEW-01130
Dec. 10-12	Arlington, VA	2513-FEW-01131
Jan. 23-25	Atlanta, GA	2513-FEW-01147
Jan. 28-30	New York, NY	2513-FEW-01133
Feb. 20-22	Chicago, IL	2513-FEW-01134
Feb. 25-27	San Francisco, CA	2513-FEW-01135
March 4-6	Houston, TX	2513-FEW-01171
March 25-27	Denver, CO	2513-FEW-01148
March 27-29	Arlington, VA	2513-FEW-01137

3 days/1.8 CEUs/18 PDUs

$2,345/AMA Members $2,095

AMA Members save $250

Project Management Institute Registered Education Provider

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Also available as a **Live Online Seminar**

Expanding Your Influence
Understanding the Psychology of Persuasion SEMINAR #2204

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 requires insights that go beyond the actual process of influencing—and into the psychology of what really prompts us to say yes or no. You'll uncover persuasion techniques that most people don't even know exist.

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
- Learn tactics to protect yourself from unethical behavior
- Prepare to influence by using the Pre-Persuasion Checklist

TOPICS COVERED

- The psychological foundation to the laws of persuasion
- Differentiating the psychology of persuasion from the process of influencing
- The relationship of triggers to the laws of persuasion/influence
- Defining the two paths of persuasion—conscious and subconscious
- Using the Pre-Persuasion Checklist to determine the appropriate law(s) of persuasion for a given business situation
- Applying the laws of persuasion back on the job

EXTRA

Receive a complimentary copy of *Maximum Influence: The 12 Universal Laws of Power Persuasion* by Kurt W. Mortensen.

WHO SHOULD ATTEND

Those who need to understand the psychological principles behind how people are convinced to do something.

www.amanet.org/2204

Classroom Schedule

Nov. 19-20	Arlington, VA	2204-FEW-00087
Nov. 29-30	Atlanta, GA	2204-FEW-00084
Dec. 3-4	New York, NY	2204-FEW-00085
Dec. 6-7	Chicago, IL	2204-FEW-00086
Dec. 13-14	Philadelphia, PA	2204-FEW-00098
Jan. 24-25	Arlington, VA	2204-FEW-00099
Feb. 7-8	San Francisco, CA	2204-FEW-00090

Visit our website for additional dates and locations

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

LIVE ONLINE SCHEDULE

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

Tuesday 2-5 pm ET • 4 Lessons

Jan. 8-29, 2013	**2204-FEW-00088**

Project Management Institute Registered Education Provider

AMA has been reviewed and approved as a provider of project management training by the Project Management Institute (PMI).

NEW! Put It in Writing: The Secret to Making More Sales

SEMINAR #5190

Close more sales with persuasive writing that "hits home" with your client.

When sales markets are fierce, you need something more than product knowledge and a smooth presentation style in your toolkit. If you can write well consistently in a variety of formats and circumstances, you'll have a powerful advantage over your competitors. But many (if not most) people in sales don't succeed in transferring their person-to-person selling skills to the written word.

This course will give you the skills to write clearly and persuasively in all kinds of sales writing, from creating an executive summary to choosing the right voice to motivate your potential customers to buy from you.

BENEFITS OF ATTENDING

- Understand how persuasive writing differs from other forms of business writing
- Write in terms of the customer's point of view
- Discover what is unique about your own business and capitalize on it
- Build your case by creating an overriding issue in your proposal
- Differentiate your company and/or product from competitors
- Use transition phrases to connect features to benefits so the customer readily sees himself benefiting
- Use Facts, Examples, Analogies, Testimonials, Statistics (FEATS) to lend credibility to the benefits you present

TOPICS COVERED

- Exploring the art of persuasive writing
- Types of business writing designed to sell (ads, marketing plans, sales letters, proposals)
- Writing to the strengths of your product or service and how it can satisfy your customer's needs
- Understanding the basic elements of proposals
- Emphasizing benefits and features, appealing to need and using words that motivate
- Conveying the appropriate tone and reviewing for supporting details
- Additional writing templates for salespeople

WHO SHOULD ATTEND

Salespeople and sales directors who want to increase their sales by writing more effective proposals, follow-up emails and letters, written summaries, and other critical sales documents.

www.amanet.org/5190

Classroom Schedule

Nov. 15-16	Chicago, IL	5190-FEW-00002
Dec. 6-7	San Francisco, CA	5190-FEW-00003
Jan. 31-Feb. 1	Atlanta, GA	5190-FEW-00004
March 28-29	Arlington, VA	5190-FEW-00005

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

BEST SELLER

How to Sharpen Your Business Writing Skills

SEMINAR #2516

www.amanet.org/2516

Compose powerful, professional documents that get attention and prompt action.

To attract the attention of today's busy readers, you must respond to their need for clarity and conciseness in written communication. In this 4-day workshop, you will overcome "writer's block," learn to recognize and avoid common mistakes and receive a toolkit of proven techniques for delivering information powerfully, persuasively and professionally.

BENEFITS OF ATTENDING

- Update and improve your writing style for more effective and persuasive emails, memos, letters and reports
- Organize your documents with your readers' needs in mind
- Create reader-friendly layouts to highlight information
- Craft sentences that get and hold your readers' attention
- Edit your writing for clarity
- Avoid archaic expressions and common grammar, punctuation and usage errors

TOPICS COVERED

Seven General Concepts

- Stating your purpose quickly
- Separating details from actions
- Writing conversationally to engage readers
- Updating your writing style for today's business environment
- Being specific and concrete
- Being personal and positive
- Avoiding overworked words and phrases

Organizing Information

- How to start writing quickly
- Organizing information to help your readers
- "Data dumping" and mind mapping as organizational tools

Being Concise and Clear

- Measuring your writing efficiency
- Recognizing and eliminating unnecessary words, phrases and repetition
- What motivates people to read
- Substituting heavy, confusing phrases with simple language
- Techniques for writing concretely

Using Strong Verbs

- How strong verbs improve writing
- Identifying and avoiding passive verbs

Writing Letters

- Salutations and openings that get attention
- Effective transitional sentences and closings
- Personalizing your letters to create interest and establish credibility
- How to be positive and convey sincerity
- Writing refusal letters with clarity and tact

Reviewing Mechanics

- Correcting grammar, punctuation and usage
- Using parallel construction
- Proofreading techniques

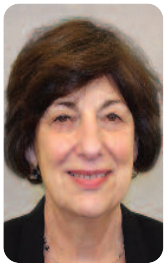
Showing Emphasis

- Structuring sentences for greater impact
- Reducing unnecessary story details
- Designing your page effectively

Writing Emails, Memos and Reports

- Writing simple, to-the-point emails
- Creating attention-getting subject lines
- How to write a strong lead sentence
- Using a reader-friendly layout
- Best practices of email etiquette
- Organizing your findings into a concise, effective format
- Designing strong and powerful paragraphs
- Adding graphic elements to organize and support your ideas
- Using an effective format for proposals

FACULTY SPOTLIGHT*



Sheila Adler, PhD founded her own leadership training and employee development firm in 1982. Prior to that, she was vice president of business development and director of marketing for Coffco Center Ltd. Dr. Adler's clients include executives from the technology, publishing, biomedical, financial, government and educational fields. Some of her corporate clients have included AT&T, IBM, Citibank, McGraw-Hill, Merrill Lynch, Lehman Brothers and American Express.

*This seminar is also taught by other communication experts.

Classroom Schedule

Nov. 5-8	New York, NY	2516-FEW-01012
Nov. 12-15	Atlanta, GA	2516-FEW-01013
Dec. 10-13	Arlington, VA.	2516-FEW-01015
Dec. 17-20	San Francisco, CA	2516-FEW-01014
Feb. 25-28	New York, NY	2516-FEW-01019
March 11-14	San Francisco, CA	2516-FEW-01017

4 days/2.4 CEUs

$2,445/AMA Members $2,195

AMA Members save $250

EXTRA

Bring a current project and get one-on-one feedback from your course leader.

WHO SHOULD ATTEND

All business professionals who are required to present ideas in writing.

Note: This course focuses on business writing skills. Participants interested in improving grammar should register for **AMA's Business Grammar Workshop,** seminar #2121, page 22.

Also available as a **Live Online Seminar**

AMA's 2-Day Business Writing Workshop

BEST SELLER

SEMINAR #2211

www.amanet.org/2211

Take the strain out of composing any kind of document.

Would you like a quick, easy and painless method for composing documents—letters, memos, reports, proposals and performance appraisals—in an organized format? Now you can streamline the writing process and save time by focusing on what to write—instead of how to write it.

BENEFITS OF ATTENDING

- Start and finish documents quickly and painlessly
- Write with greater clarity so your reader always understands you
- Arrange your ideas in a logical pattern
- Get rid of "fluff" and produce more concise content
- Approach writing tasks with confidence

TOPICS COVERED

Guidelines for Effective Business Writing

- Principles that ensure effective business writing
- The need for planning and establishing purpose
- How to meet the reader's needs and expectations
- How to use techniques for overcoming writer's block

Writing the First Draft

- Achieving clarity and precision in daily business writing
- The role of word choice
- How to construct sentences that are clear and direct
- How to use linking words and phrases in sentences and paragraphs
- Active and passive voice and parallelism
- How to employ various patterns of organizing information

Memos and Letters

- Guidelines for writing effective memos and letters
- The importance of opening sentences
- How and when to use persuasive, positive and negative words
- How to use appropriate tone

Composing Email

- Guidelines for writing effective email
- The importance of subject lines

Editing and Proofreading the Final Version

- How to recognize common proofreading errors
- Techniques for effective editing and proofreading
- Methods for revising the first draft
- How to avoid sexist or offensive language
- Understanding often-confused words

EXTRA

Bring a current project and get one-on-one feedback from your course leader.

WHO SHOULD ATTEND

Business professionals at any level, who need to save time by streamlining their writing process.

FACULTY SPOTLIGHT*



Philip Vassallo, PhD, has developed, delivered and supervised communication training programs for a wide range of administrative and technical professionals in corporate, government and academic environments. Dr. Vassallo is a columnist on effective writing and education issues and is the author and coauthor of many books, including *The Art of On-the-Job Writing.*

*This seminar is also taught by other communication experts.

Classroom Schedule

Nov. 1-2	Chicago, IL	2211-FEW-00404
Nov. 1-2	New York, NY	2211-FEW-00405
Nov. 12-13	San Francisco, CA	2211-FEW-00406
Nov. 15-16	Arlington, VA	2211-FEW-00410
Dec. 3-4	Los Angeles, CA	2211-FEW-00408
Dec. 6-7	Cincinnati, OH	2211-FEW-00436
Dec. 13-14	New York, NY	2211-FEW-00409
Jan. 14-15	New York, NY	2211-FEW-00425
Jan. 24-25	Arlington, VA	2211-FEW-00437
Feb. 7-8	New York, NY	2211-FEW-00412
Feb. 11-12	Chicago, IL	2211-FEW-00413
Feb. 21-22	San Francisco, CA	2211-FEW-00414
Feb. 28-Mar. 1	Arlington, VA	2211-FEW-00415
March 18-19	Boston, MA	2211-FEW-00416

2 days/1.2 CEUs/12 PDUs

$1,995/AMA Members $1,795

AMA Members save $200

LIVE ONLINE SCHEDULE

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

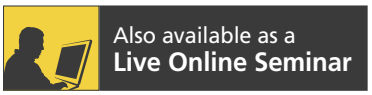
Tues. and Thurs. 2-5 pm ET • 4 Lessons

Jan. 22-31, 2013 . . . . . 2211-FEW-00411

Project Management Institute Registered Education Provider

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PMP, PMBOK and the PMI R.E.P. logo are registered trademarks of the Project Management Institute, Inc.



Writing for the Web SEMINAR #2182

Create online content that connects with readers to achieve better results.

The need for web-specific writing skills is increasing. But many e-venues such as intranets, blogs, eNewsletters and even company websites are being written incorrectly or with minimal and often adverse effectiveness. This hands-on, 2-day writing program offers skills, tools and professional instructor feedback to help anyone who creates, revises or maintains online content connect with their target audience—and achieve improved results.

BENEFITS OF ATTENDING

- Understand the unique challenges of writing for online readers and how to connect with them
- Learn to write relevant, concise content and how to structure it
- Become proficient in the art of blogging for business
- Understand fundamental principles of web optimization
- Know basic graphic design principles
- Learn basic web-building terms (HTML, meta-tags, SEO, etc.)
- Focus on reader and business needs to produce better results
- Enhance usability and access to reach a broader audience

TOPICS COVERED

- Web content fundamentals: writing and organizing
- Rules of web writing and how it differs from other writing
- Structuring your content for optimum usability and impact
- Search engine optimization and how it must affect content
- Best practices and tested approaches to online business writing
- Connecting with your audience: knowing their needs and writing copy that resonates for them

WHO SHOULD ATTEND

All business professionals who write online content, including content managers and editors, online help writers, business analysts and administrators, programmers, webmasters, copywriters, web content writers, designers and developers as well as marketing managers, brand managers and coordinators.

Note: Participants must bring a laptop computer with a recent version of MS Word.

www.amanet.org/2182

Classroom Schedule

Nov. 8-9	New York, NY	2182-FEW-00035
Jan. 31-Feb. 1	Arlington, VA	2182-FEW-00037
Feb. 14-15	Atlanta, GA	2182-FEW-00040
March 4-5	San Francisco, CA	2182-FEW-00041

2 days/1.2 CEUs

$1,995/AMA Members $1,795

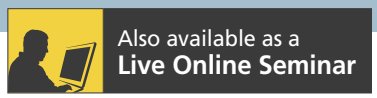
AMA Members save $200

LIVE ONLINE SCHEDULE

1.2 CEUs • $1,995/AMA Members $1,795

Mon. and Wed. 2-5 pm ET • 4 Lessons

Dec. 3-12, 2012	2182-FEW-00036



NEW! 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
- Accurately proofread business messages for correctness
- Apply rules of Standard English to critique your own writing
- Select the appropriate grammar to suit the business situation

TOPICS COVERED

- Finding typical (and not-so-typical) errors in grammar
- Common verb mistakes: tense, mood, subject-verb agreement
- Adjective-adverb confusion
- Building and deconstructing grammatically correct sentences
- Dangling and misplaced modifiers
- Active and passive voice
- Working with "exceptions to the rule"

WHO SHOULD ATTEND

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

www.amanet.org/2121

Classroom Schedule

Nov. 8-9	New York, NY	2121-FEW-00021
Nov. 29-30	Arlington, VA	2121-FEW-00013
Dec. 13-14	New York, NY	2121-FEW-00016
Jan. 14-15	San Francisco, CA	2121-FEW-00015
Feb. 11-12	Atlanta, GA	2121-FEW-00027
March 14-15	New York, NY	2121-FEW-00018

2 days/1.2 CEUs

$1,895/AMA Members $1,695

AMA Members save $200

LIVE ONLINE SCHEDULE

1.2 CEUs • $1,895/AMA Members $1,695

Mon.-Thurs. 2-5 pm ET • 4 Lessons

Nov. 12-15, 2012	2121-FEW-00014
March 4-7, 2013	2121-FEW-00017

Also available as a **Live Online Seminar**

Effective Technical Writing

SEMINAR #2216

www.amanet.org/2216

Improve your technical writing—without compromising your technical message.

If writing technical information and effective memos, letters, reports, manuals, instructions, documentation, specifications or proposals is a tough proposition—this program is for you. This intensive 3-day seminar will show you proven approaches and techniques that you can apply back on the job to write crisp, clear, accessible technical communications.

BENEFITS OF ATTENDING

- Organize your material by purpose and audience
- Write with greater clarity and precision—in less time
- Present complex technical information simply
- Know the purpose of your writing before you begin
- Recognize the needs of your audience
- Learn how to use illustrations
- Produce final drafts to make the "write" impression with your superiors

TOPICS COVERED

Aspects of Technical Writing

- Pitfalls, style and characteristics of technical writing
- Samples of technical writing
- Understanding the reader's needs
- Conveying technical information clearly to nontechnical readers

Various Patterns of Technical Writing

- Definitions
- Narration
- Process description
- Physical description
- Instructions

Organizing Technical Information

- How to organize and evaluate technical data
- Structuring the physical format to enhance presentations of ideas
- Using linking words and phrases in sentences and paragraphs

Writing the First Draft

- The writing process
- Importance of determining and focusing on your purpose and goals
- Techniques for overcoming writer's block
- Proven techniques for ensuring clarity and precision
- Avoiding wordiness and confusing sentence constructions

Technical Report Elements and Formats

- Informal vs. formal reports
- Nature of technical report formats
- Various elements of technical reports
- Specific organizational formats for different reports

Writing Abstracts

- Function and characteristics of abstracts
- Guidelines for preparing abstracts
- Descriptive vs. informative abstracts
- When to use illustrations in technical writing
- Characteristics and uses of illustrations

Preparing Technical Manuals and Proposals

- Characteristics of technical manuals
- Components that comprise technical manuals
- Principles of technical manual writing style
- Elements of proposals

Editing and Proofreading Techniques

- Guidelines for editing and polishing technical writing
- How to write for another person's review and critical commentary

EXTRA

Bring a sample writing piece and get one on one feedback from your course leader.

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.

FACULTY SPOTLIGHT*



Dr. Salvatore J. Iacone shares proven techniques for conveying written communication with clarity, precision and economy. He specializes in designing and conducting business and technical writing and editing seminars for major corporations, government agencies and universities, including IBM, Verizon, Duracell, Georgia Pacific and Honeywell. He is the author of several books, including *Write to the Point: How to Communicate in Business with Style and Purpose.*

*This seminar is also taught by other communication experts.

Classroom Schedule

Nov. 7-9	San Francisco, CA	2216-FEW-00364
Nov. 26-28	Arlington, VA.	2216-FEW-00357
Dec. 3-5	New York, NY	2216-FEW-00361
Dec. 5-7	Denver, CO	2216-FEW-00362
Dec. 10-12	Chicago, IL.	2216-FEW-00363
Jan. 16-18.	Arlington, VA.	2216-FEW-00365
Feb. 20-22	New York, NY	2216-FEW-00367
March 6-8.	San Francisco, CA	2216-FEW-00366
March 25-27.	Chicago, IL.	2216-FEW-00369

3 days/1.8 CEUs/18 PDUs

$2,195/AMA Members $1,995

AMA Members save $200

LIVE ONLINE SCHEDULE

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

Tues. and Thurs. 2-5 pm ET • 4 Lessons

March 12-21, 2013 . . . . . 2216-FEW-00368

Project Management Institute Registered Education Provider

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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

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.

WHO SHOULD ATTEND

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

www.amanet.org/2266

Classroom Schedule

Nov. 26-28	Arlington, VA	2266-FEW-00238
Dec. 19-21	New York, NY	2266-FEW-00239
Jan. 28-30	Atlanta, GA	2266-FEW-00243
Feb. 11-13	New York, NY	2266-FEW-00240
March 18-20	San Francisco, CA	2266-FEW-00244

3 days/1.8 CEUs

$2,195/AMA Members $1,995

AMA Members save $200

Polished conversation and writing skills are critical to success.

See **Business Conversation Skills for the Multilingual Professional,** seminar #2150, on page 14.

ONLY available as a **Live Online Seminar**

How to Present Online

A Skills-Based Workshop SEMINAR #2175

Develop and deliver online presentations that truly capture and hold your audience's interest.

This highly visual and interactive seminar takes a fresh approach that goes beyond conventional presentation courses, giving you plenty of hands-on practice applying online.

BENEFITS OF ATTENDING

- Learn how to adapt your presentation for a dynamic online delivery
- Keep your virtual audience engaged to ensure your message is heard
- Practice presenting and then receive feedback from peers
- Receive expert feedback from the course leader on your presentation
- Fine-tune your skills in a private practice environment

TOPICS COVERED

LESSON 1 • Presenting Online: Making the Paradigm Shift

- Understanding and becoming comfortable presenting online
- Presenting online and in person: similarities and differences
- Exploring common fears

Planning for High-Impact Content

- Determining the goal and content of your presentation
- Understanding your audience
- Creating a good beginning and ending

LESSON 2 • Designing for Maximum Effectiveness

- Designing and improving online presentation slides
- Creating a more visual presentation to increase engagement
- Using interactivity to involve the audience in the presentation

LESSON 3 • Delivering to Optimize Engagement

- Giving the presentation and receiving feedback from peers
- Leveraging the power of voice for online presentations
- Practicing voice techniques for greater delivery impact

LESSON 4 • Enhancing the Execution of Your Presentation

- Increasing delivery effectiveness through preparation and planning
- Discussing ways to prepare for the unexpected
- Evaluating and improving upon an existing online presentation

EXTRA

It is highly recommended that participants bring a presentation they are currently delivering online or plan to present in the future.

WHO SHOULD ATTEND

Those who present content to an online audience.

www.amanet.org/2175

LIVE ONLINE SCHEDULE

1.2 CEUs • $2,345/AMA Members $2,095

Monday 2-5 pm ET • 4 Lessons

Nov. 26-Dec. 17, 2012 . . . . . 2175-FEW-00009

Strategies for Developing Effective Presentation Skills SEMINAR #2519

BEST SELLER

www.amanet.org/2519

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 importantly, you'll learn how to present by presenting.

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

TOPICS COVERED

Balancing Verbal and Nonverbal Messages

- Practicing nonverbal impact skills to reduce nervousness and engage the attention of your listeners
- Making your content clearer and more memorable

Developing and Organizing Presentation Content

- Creating an audience profile and setting presentation parameters
- Condensing a speech outline into notes you can speak from

Preparing to Give the Presentation

- Learning the benefits of rehearsing, adhering to a time frame and speaking from notes
- 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

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.

WHO SHOULD ATTEND

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

FACULTY SPOTLIGHT*



Renee P. Walkup, with more than 20 years of experience, has helped thousands of businesspeople positively transform their professional and personal lives. A charismatic speaker and authority on persuasive presentations and consultative sales, Ms. Walkup's better-known clients include The Coca-Cola Company, Turner Broadcasting, Nestlé USA, Charles Schwab & Co. and International Thomson Publishing.

*This seminar is also taught by other communication experts.

Classroom Schedule

Oct. 31-Nov. 2	New York, NY	2519-FEW-01346
Nov. 12-14	Arlington, VA.	2519-FEW-01347
Nov. 14-16	Chicago, IL.	2519-FEW-01348
Nov. 28-30	San Francisco, CA	2519-FEW-01351
Dec. 3-5	Atlanta, GA	2519-FEW-01349
Dec. 10-12	Chicago, IL.	2519-FEW-01352
Dec. 17-19	New York, NY	2519-FEW-01350
Jan. 7-9.	New York, NY	2519-FEW-01354
Jan. 9-11.	Arlington, VA.	2519-FEW-01372
Jan. 14-16.	Chicago, IL.	2519-FEW-01373
Jan. 23-25.	San Francisco, CA	2519-FEW-01355
Feb. 4-6	Arlington, VA.	2519-FEW-01358
Feb. 13-15	New York, NY	2519-FEW-01357
Feb. 25-27	Chicago, IL.	2519-FEW-01374
March 6-8.	New York, NY	2519-FEW-01359
March 11-13.	Arlington, VA.	2519-FEW-01360
March 11-13.	San Francisco, CA	2519-FEW-01361
March 18-20.	Chicago, IL.	2519-FEW-01362

3 days/1.8 CEUs/18 PDUs

$2,195/AMA Members $1,995

AMA Members save $200

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BEST SELLER

Effective Executive Speaking

SEMINAR #2522

www.amanet.org/2522

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

Today, presentations and public speeches are very much a part of every executive's responsibilities. Effective executive speaking is what distinguishes the successful professional from everyone else. This skill is most critical to your success—and to your individual and corporate image. You will learn to use powerful tools and techniques to turn every 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

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.

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.

FACULTY SPOTLIGHT*



Daniel J. Knight is a speaker, writer and performance coach who focuses on knowledge, innovation, marketing and measurement strategies. He has served on the board of directors for the International Strategic Leadership Forum, is a member of the National Speakers Association and is also a contributing editor to *Strategy & Leadership,* a leading bimonthly international business strategy journal.

*This seminar is also taught by other business communication experts.

Classroom Schedule

Oct. 31-Nov. 2	Chicago, IL	2522-FEW-01306
Nov. 5-7	Arlington, VA	2522-FEW-01308
Nov. 14-16	New York, NY	2522-FEW-01309
Dec. 3-5	Chicago, IL	2522-FEW-01311
Dec. 5-7	Arlington, VA	2522-FEW-01312
Dec. 10-12	New York, NY	2522-FEW-01313
Dec. 17-19	San Francisco, CA	2522-FEW-01314
Jan. 16-18	New York, NY	2522-FEW-01315
Jan. 30-Feb. 1	San Francisco, CA	2522-FEW-01323
Feb. 6-8	New York, NY	2522-FEW-01316
Feb. 11-13	Chicago, IL	2522-FEW-01326
Feb. 27-Mar. 1	New York, NY	2522-FEW-01318
March 25-27	Arlington, VA	2522-FEW-01319
March 27-29	Chicago, IL	2522-FEW-01320

3 days/1.8 CEUs

$2,345/AMA Members $2,095

AMA Members save $250

PowerPoint® Unplugged

SEMINAR #2170

Bring more professionalism and self-assurance to your presentations.

PowerPoint is intended to support presenters—not compete with or detract from them. Giving a truly polished and memorable presentation with PowerPoint starts with "pulling the plug" on PowerPoint; setting the laptop aside and focusing first on what you want to say and then on the tools you're going to use. You will be encouraged to rethink and sharpen your presenting skills to achieve an optimal experience for your audience, and greater polish, poise and self-confidence for yourself.

BENEFITS OF ATTENDING

- Understand when to use (and not use) PowerPoint
- Get practical tips for effective interaction between the presenter and the screen, computer and projector
- Achieve simplicity in PowerPoint slides while still holding your audience's interest—even when dealing with technical jargon
- Learn graphic design basics to create effective visuals
- Practice in class with presentation equipment

TOPICS COVERED

- *You're* the presentation (not the PowerPoint slides)
- Keeping the presentation engaging and interactive
- Choosing a focus—informative or persuasive?
- How to handle legal matter, jargon and other "required information"
- When you have to cut down from 20 slides (40-50 minutes) to 4 slides (10 minutes)
- Openings, transitioning into the subject and closings
- Bringing all components together for a successful finish

EXTRA

You'll receive a flash drive with demos and tools for your use, both during the course and to take with you for handy reference.

WHO SHOULD ATTEND

All business professionals with some prior presenting experience who must speak in front of an audience, make presentations or sell ideas to others with the use of PowerPoint. Attendees should have the ability to create basic slides.

Note: Participants must bring a laptop computer with a recent version of PowerPoint installed.

For basic presentation skills, see **Strategies for Developing Effective Presentation Skills**, seminar #2519, page 25.

PowerPoint® is a registered trademark of Microsoft.

www.amanet.org/2170

Classroom Schedule

Nov. 8-9	Chicago, IL	2170-FEW-00051
Dec. 10-11	New York, NY	2170-FEW-00052
Feb. 28-Mar. 1	San Francisco, CA	2170-FEW-00058

1.5 days/.9 CEU
$1,445/AMA Members $1,295
AMA Members save $150

Also available as a **Live Online Seminar**

Time Management

SEMINAR #2233

Get more of the right things done.

Find a balance, achieve goals and be more effective and productive.

BENEFITS OF ATTENDING

- Set and accomplish goals
- Create priorities and establish realistic boundaries
- Recognize and deal with time wasters
- Improve concentration and efficiency
- Break indecision and procrastination habits
- Use technology to help manage time
- Create and recharge positive energy

TOPICS COVERED

- 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.

www.amanet.org/2233

Classroom Schedule

Nov. 15-16	Parsippany, NJ	2233-FEW-01482
Nov. 26-27	Atlanta, GA	2233-FEW-01484
Dec. 3-4	Cincinnati, OH	2233-FEW-01519
Dec. 3-4	San Francisco, CA	2233-FEW-01483
Dec. 6-7	Arlington, VA	2233-FEW-01486
Dec. 6-7	Boston, MA	2233-FEW-01487
Dec. 10-11	Durham, NC	2233-FEW-01569
Dec. 10-11	Houston, TX	2233-FEW-01485
Dec. 13-14	New York, NY	2233-FEW-01488
Dec. 17-18	Chicago, IL	2233-FEW-01489
Jan. 7-8	New York, NY	2233-FEW-01492
Jan. 10-11	Arlington, VA	2233-FEW-01491
Jan. 17-18	Chicago, IL	2233-FEW-01490

Visit our website for additional dates and locations

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

LIVE ONLINE SCHEDULE

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

Mon.-Thurs. 2-5 pm ET • 4 Lessons

Nov. 5-8, 2012	**2233-FEW-01481**
Feb. 4-7, 2013	**2233-FEW-01493**

Project Management Institute Registered Education Provider

AMA has been reviewed and approved as a provider of project management training by the Project Management Institute (PMI).

Also available as a **Live Online Seminar**

AN AMA BLENDED LEARNING SEMINAR

Management Skills for New Managers

SEMINAR #2238

www.amanet.org/2238

Gain the core skills you need to succeed.

This seminar will give you the skills to shift from being an individual contributor to a well-respected manager who can achieve team synergy and drive bottom-line performance.

Using guided role play, exercises and skill practice sessions, you will discover how to adjust your management style and tackle new challenges. In-depth skills practice using the Situational Leadership® II model combined with interactive activities take you through the paces of motivation, delegation, coaching, communication, performance management and leadership. 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.

BENEFITS OF ATTENDING

- Gain a deeper understanding of your roles and responsibilities
- Improve communication to effectively set expectations for yourself and your staff
- Adapt your leadership style to meet the needs of individual team members
- Apply delegation strategies to increase motivation and productivity
- Use effective coaching techniques to maximize your team's performance

TOPICS COVERED

Your Role as Manager

- Understanding your role and responsibilities as manager
- Learning to transition from individual contributor to manager
- Knowing how to work effectively with a multigenerational workforce
- Understanding the nuances when managing remote teams and across the matrix

Performance Management

- Understanding and conducting performance planning, facilitation and evaluation
- Practicing the skill of setting goals, providing effective feedback and conducting alignment discussions

Effective Communication

- Understanding the communication process
- Getting a firm grasp of five building blocks in managerial communication
- Learning to match the right communication method with your communication goal

Understanding and Appreciating Situational Leadership II: The Art of Influencing Others*

- How to develop people, value differences and encourage honest communication
- Developing your leadership style to gain commitment from employees
- Matching your leadership style to the employee's developmental needs and task at hand

Coaching For Performance

- Practicing coaching and correcting difficult and challenging behaviors
- Using the AMA Guide for managing a coaching discussion

Creating Motivational Climate

- Recognizing important elements of the motivational process
- Creating your own practice for building a motivational climate

Delegation for Growth and Development

- Understanding the different types of delegation
- How to conduct an effective delegation conversation

WHO SHOULD ATTEND

Managers with one to three years of management experience.

*See Ken Blanchard's Situational Leadership II (SLII®)—a model for developing people and a way for leaders to help their employees become self-reliant achievers. To be truly effective, leaders' styles must adapt to the skills and commitment of the people they want to influence. With some people, managers have to provide a great deal of direction. With others, encouragement and appreciation trigger the best results. Still others deliver their best when allowed to take the ball and run with it. Situational Leadership II helps managers become more flexible and responsive to their employees' needs.

Registered Education Provider — Project Management Institute

AMA has been reviewed and approved as a provider of project management training by the Project Management Institute (PMI).

Classroom Schedule

Nov. 5-7	Arlington, VA	2238-FEW-02038
Nov. 5-7	San Francisco, CA	2238-FEW-02040
Nov. 7-9	Chicago, IL	2238-FEW-02039
Nov. 12-14	Boston, MA	2238-FEW-02041
Nov. 12-14	Pittsburgh, PA	2238-FEW-02043
Nov. 14-16	Atlanta, GA	2238-FEW-02044
Nov. 14-16	Los Angeles, CA	2238-FEW-02045
Nov. 14-16	Minneapolis, MN	2238-FEW-02055
Nov. 14-16	New York, NY	2238-FEW-02037
Nov. 28-30	Colorado Springs, CO	2238-FEW-02094
Dec. 3-5	Atlanta, GA	2238-FEW-02047
Dec. 3-5	Philadelphia, PA	2238-FEW-02042
Dec. 5-7	Chicago, IL	2238-FEW-02049
Dec. 5-7	New Orleans, LA	2238-FEW-02095
Dec. 5-7	Seattle, WA	2238-FEW-02050
Dec. 10-12	Hartford, CT	2238-FEW-02048
Dec. 10-12	San Francisco, CA	2238-FEW-02051
Dec. 12-14	Arlington, VA	2238-FEW-02052
Dec. 12-14	Overland Park, KS	2238-FEW-02054
Dec. 17-19	Dallas, TX	2238-FEW-02064
Dec. 17-19	New York, NY	2238-FEW-02056
Jan. 7-9	Houston, TX	2238-FEW-02053
Jan. 7-9	San Francisco, CA	2238-FEW-02058
Jan. 9-11	Arlington, VA	2238-FEW-02059
Jan. 16-18	Chicago, IL	2238-FEW-02060
Jan. 16-18	New York, NY	2238-FEW-02057
Jan. 23-25	San Diego, CA	2238-FEW-02063
Jan. 28-30	Denver, CO	2238-FEW-02061
Jan. 30-Feb. 1	New York, NY	2238-FEW-02065
Feb. 4-6	Chicago, IL	2238-FEW-02066
Feb. 6-8	Atlanta, GA	2238-FEW-02067
Feb. 11-13	Albany, NY	2238-FEW-02096
Feb. 11-13	Boston, MA	2238-FEW-02071
Feb. 13-15	San Francisco, CA	2238-FEW-02068
Feb. 20-22	Arlington, VA	2238-FEW-02069
Feb. 20-22	Los Angeles, CA	2238-FEW-02070
Feb. 25-27	Indianapolis, IN	2238-FEW-02072
March 4-6	New York, NY	2238-FEW-02074
March 6-8	San Francisco, CA	2238-FEW-02076
March 11-13	Houston, TX	2238-FEW-02075
March 18-20	Chicago, IL	2238-FEW-02077
March 18-20	Philadelphia, PA	2238-FEW-02079
March 25-27	Arlington, VA	2238-FEW-02080
March 25-27	Seattle, WA	2238-FEW-02081
March 27-29	Cincinnati, OH	2238-FEW-02078
March 27-29	Honolulu, HI	2238-FEW-02097

3 days/1.8 CEUs/18 PDUs

$2,345/AMA Members $2,095

AMA Members save $250

LIVE ONLINE SCHEDULE

1.2 CEUs/12 PDUs • $2,345/AMA Members $2,095

Tues. and Thurs. 2-5 pm ET • 4 Lessons

Nov. 27-Dec. 6, 2012	2238-FEW-02046
Feb. 26-Mar. 7, 2013	2238-FEW-02073

Also available as a **Live Online Seminar**

Moving from an Operational Manager to a Strategic Leader

SEMINAR #2242

AN AMA BLENDED LEARNING SEMINAR

www.amanet.org/2242

Create a strategic framework—and capture the opportunities of tomorrow.

Are you being asked to be more strategic, but unsure how to get there? Searching for more strategic directions from others, but coming up empty? Feeling confined by standard solutions when you'd like to develop creative and innovative alternatives?

Take this opportunity to be proactive. Instead of being buried in your department's ongoing activities, you will become an innovator, a persuasive player and a champion for strategic change who adds value to your organization, your customers and your stakeholders.

BENEFITS OF ATTENDING

- Inspire and direct your team to greater readiness and competitiveness
- Add value to your organization by understanding the needs and expectations of your customers
- Anticipate and innovate strategies to link strategic vision to core capabilities
- Recognize opportunities to influence and create strategic alliances
- Identify key strengths and weaknesses in your work group
- Encourage and support risk taking and innovation at all levels
- Develop persuasive skills to sell your strategic ideas

TOPICS COVERED

Developing and Balancing Operational and Strategic Management Skills

- Establishing a working definition of operational management
- Exploring the key attributes of today's strategic leaders

Creating a Strategic Frame of Reference

- Understanding the key components of the strategic model
- Developing a strategic leader's approach for your own work environment

Understanding Your Current Operational Mission: Your Team, Your Customers and Your Competitors

- Strategic thinking: moving from a limited context to a broader view
- Understanding how to apply a SWOT analysis to your team
- Creating a mission statement defining the operational reality of your work group

Developing a Strategic Vision: Moving from What Is to What If

- How to identify priority issues to create your strategic advantage
- Encouraging innovative solutions
- Preparing a draft of a vision statement

Making Your Vision a Reality: Influencing Key Stakeholders

- Developing their persuasive skills
- Exploring options for influencing others

Your Personal Plan: Developing and Selling Your Vision of the Future

- Communication strategies to sell your strategic plan
- Conducting key conversations to encourage innovation and risk taking

WHO SHOULD ATTEND

Managers with five years or less of management experience who want to move into a more strategic role.

FACULTY SPOTLIGHT*



Michelle Coussens is the founder of an organization that assists clients in business plan preparation, plan development and business plan review. She facilitates planning and other business retreats and conducts market analysis and competitive intelligence for various entrepreneurs and organizations nationwide. Ms. Coussens is also Dean of the School of Business at Kendall College in Chicago, Illinois.

*This seminar is also taught by other management experts.

Classroom Schedule

Nov. 1-2	Dallas, TX	2242-FEW-00619
Nov. 8-9	Arlington, VA	2242-FEW-00620
Nov. 12-13	Chicago, IL	2242-FEW-00621
Nov. 29-30	San Francisco, CA	2242-FEW-00624
Dec. 17-18	New York, NY	2242-FEW-00625
Jan. 10-11	Arlington, VA	2242-FEW-00628
Jan. 24-25	Chicago, IL	2242-FEW-00626
Jan. 31-Feb. 1	New York, NY	2242-FEW-00627
Feb. 4-5	Los Angeles, CA	2242-FEW-00629
Feb. 28-Mar. 1	Atlanta, GA	2242-FEW-00668
March 11-12	Chicago, IL	2242-FEW-00631

2 days/1.2 CEUs • 12 PHR/SPHR

$2,195/AMA Members $1,995

AMA Members save $200

LIVE ONLINE SCHEDULE

1.2 CEUs • 12 PHR/SPHR • $2,195/AMA Members $1,995

Wednesday 2-5 pm ET • 4 Lessons

Nov. 28-Dec. 19, 2012 . . . . . 2242-FEW-00623

PHR • SPHR • GPHR Approved Provider HR Certification Institute

This program has been approved for 12 recertification credit hours toward PHR, SPHR and GPHR recertification through the Human Resource Certification Institute (HRCI). For more information about certification or recertification, please visit the HRCI homepage at www.hrci.org

Also available as a **Live Online Seminar**

AN AMA BLENDED LEARNING SEMINAR

Successfully Managing People SEMINAR #2295

www.amanet.org/2295

Be the catalyst that motivates your teams to heightened productivity.

Utilizing extensive practice in the principles of emotional intelligence, *Successfully Managing People* underscores the importance of self-awareness in developing sensitivity and increased communication effectiveness with others. You'll leave this 3-day seminar well versed in the most effective methods for dealing with difficult people—winning cooperation and trust—and ensuring that your people's values and your organization's goals are in sync.

BENEFITS OF ATTENDING

- Motivate and direct the employees you rely on—even when they don't share your values
- Adjust your management and personal styles to the needs of different situations
- Get more done by using the appropriate delegation techniques for any given situation
- Resolve conflict more effectively in a wide variety of situations
- Turn difficult people and poor performers into team players
- Win cooperation and trust from everyone in your organization
- Increase your confidence, leadership skills and personal and professional satisfaction in your job

TOPICS COVERED

The Experience of Being a Manager

- How to get people to want to do what they're supposed to do
- Specific challenges you face when motivating others

Values

- Values and their impact on work life
- How values can have productive and nonproductive results
- Identifying value conflicts

Personal Styles

- Determining your own personal style profile
- Gaining insight into the strengths and limitations of your profile
- Using behavioral clues to determine others' personal styles
- How to work more effectively with others

Motivation

- Motivational factors and their impact on behaviors and work settings
- How to tailor your motivational efforts to individual employees and situations

Listening, Body Language, Giving Feedback and Dealing with Difficult People

- Using active listening to gain information and understand employees' perspectives
- Applying positive and corrective feedback
- Using appropriate values alignment when dealing with difficult employees

Conflict

- The dimensions of conflict management
- Identifying your own preferred conflict-resolution styles
- Analyzing conflict-management techniques

Delegation

- Different delegation styles: how and when to use them
- Determining the appropriate delegation strategies for employees and situations

Understanding Organizational Culture and Subculture

- The impact of organizational culture and subculture and "cultural blinders"
- Exploring the assumptions that impact your team's thinking and actions
- Identifying and building on the strengths of your team's culture

Emotional Intelligence

- The components of emotional intelligence
- Gaining an honest and accurate assessment of yourself
- Developing an improvement strategy

Ethical Leadership

- Identifying your group's values
- Your vision for ethical leadership

Action Planning

Classroom Schedule

Oct. 31-Nov. 2	Albany, NY	2295-FEW-01739
Oct. 31-Nov. 2	Chicago, IL	2295-FEW-01692
Oct. 31-Nov. 2	Honolulu, HI	2295-FEW-01740
Nov. 7-9	Houston, TX	2295-FEW-01695
Nov. 12-14	Denver, CO	2295-FEW-01699
Nov. 12-14	New York, NY	2295-FEW-01696
Nov. 12-14	San Francisco, CA	2295-FEW-01698
Nov. 28-30	Arlington, VA	2295-FEW-01697
Dec. 3-5	Boston, MA	2295-FEW-01701
Dec. 3-5	Chicago, IL	2295-FEW-01702
Dec. 3-5	Newport Beach, CA	2295-FEW-01694
Dec. 5-7	Dallas, TX	2295-FEW-01705
Dec. 10-12	Atlanta, GA	2295-FEW-01700
Dec. 12-14	New York, NY	2295-FEW-01707
Dec. 17-19	Arlington, VA	2295-FEW-01706
Dec. 19-21	San Francisco, CA	2295-FEW-01708
Jan. 7-9	Scottsdale, AZ	2295-FEW-01709
Jan. 14-16	New Orleans, LA	2295-FEW-01741
Jan. 14-16	New York, NY	2295-FEW-01727
Jan. 16-18	Indianapolis, IN	2295-FEW-01742
Jan. 23-25	Arlington, VA	2295-FEW-01711
Jan. 23-25	Morristown, NJ	2295-FEW-01693
Jan. 23-25	San Francisco, CA	2295-FEW-01712
Jan. 30-Feb. 1	Chicago, IL	2295-FEW-01728
Feb. 4-6	San Diego, CA	2295-FEW-01729
Feb. 6-8	New York, NY	2295-FEW-01713
Feb. 25-27	Atlanta, GA	2295-FEW-01715
Feb. 27-Mar. 1	Boston, MA	2295-FEW-01717
March 4-6	Chicago, IL	2295-FEW-01718
March 6-8	Garden Grove, CA	2295-FEW-01719
March 13-15	Arlington, VA	2295-FEW-01716
March 18-20	Dallas, TX	2295-FEW-01720
March 18-20	New York, NY	2295-FEW-01721

3 days/1.8 CEUs/18 PDUs

$2,345/AMA Members $2,095

AMA Members save $250

LIVE ONLINE SCHEDULE

1.2 CEUs/12 PDUs • $2,345/AMA Members $2,095

Mon. and Wed. 2-5 pm ET • 4 Lessons

Jan. 28-Feb. 6, 2013 . . . . . 2295-FEW-01710

WHO SHOULD ATTEND

Managers whose success depends on clear communication, a cooperative attitude and commitment to shared goals.

PMI Registered Education Provider — Project Management Institute

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The 7 Habits of Highly Effective People® for Managers

2-Day Workshop SEMINAR #2602

By FranklinCovey—now available through AMA

The 7 Habits of Highly Effective People® courses are based on the teachings of Dr. Stephen R. Covey.

www.amanet.org/2602

Cultivate effectiveness, lead with excellence and transform your team for breakthrough results.

National surveys* of thousands of employees disclosed that while many people work hard, they are worried about their lack of effectiveness.

Survey results indicate:

1. Less than 50% of your team's time is spent on the company's most important objectives
2. Only 14% of employees feel they are contributing to company success
3. Less than half of your team know company's goals

*Results of xQ Surveys conducted by Harris Interactive

Classroom Schedule

Nov. 5-6	San Francisco, CA	2602-FEW-00120
Nov. 12-13	Chicago, IL	2602-FEW-00122
Nov. 29-30	Boston, MA	2602-FEW-00138
Dec. 3-4	New York, NY	2602-FEW-00139
Dec. 6-7	Dallas, TX	2602-FEW-00123
Dec. 10-11	Chicago, IL	2602-FEW-00126
Dec. 13-14	Anaheim, CA	2602-FEW-00125
Dec. 13-14	Arlington, VA	2602-FEW-00127
Jan. 10-11	Phoenix, AZ	2602-FEW-00130
Jan. 24-25	Chicago, IL	2602-FEW-00129
Jan. 31-Feb. 1	Atlanta, GA	2602-FEW-00160
Feb. 7-8	San Francisco, CA	2602-FEW-00131
Feb. 21-22	New York, NY	2602-FEW-00132
Feb. 28-Mar. 1	Chicago, IL	2602-FEW-00133
March 4-5	Houston, TX	2602-FEW-00141
March 14-15	Arlington, VA	2602-FEW-00140

2 days/1.2 CEUs/12 PDUs

$1,995/AMA Members $1,795

AMA Members save $200

The problems are not limited to one industry, one geographic location, one economic group or even one age group. They are common to all. Workers have too many assigned tasks and too many competing priorities. People can't identify key goals and, therefore, can't deliver excellent results. Individuals, even entire departments, lack open communication. Crises are often reacted to with fast, less-than-effective decisions. The good news is that changing ineffective behaviors to effective behaviors will benefit everyone in your organization. *The 7 Habits*® can help you to not only better manage yourself, but learn to lead others and unleash team potential. Attend this powerful 2-day workshop and discover the same principles that have led the world's foremost business leaders to the professional and personal success they dreamed of.

BENEFITS OF ATTENDING

- Define the contribution you want to make and what you want to accomplish as a manager
- Enhance your leadership abilities and reach your full potential
- Judge the goals your efforts should be focused on using daily and weekly planning
- Communicate effectively and raise the levels of trust and fulfillment within your team
- Build better relationships and become more effective as a manager

TOPICS COVERED

- **Habit 1: Be Proactive**—Become a resourceful, innovative manager who quickly accomplishes goals and motivates team members to get things done
- **Habit 2: Begin with the End in Mind**—Have a clear vision of what you want your contribution as a manager to be and shape your own future
- **Habit 3: Put First Things First**—Focus on top priorities and be regarded for followthrough and organizational skills; eliminate the unimportant
- **Habit 4: Think Win-Win**—Cultivate enthusiasm with performance measurements that satisfy both employee and employer goals; share recognition and success
- **Habit 5: Seek First to Understand, Then to Be Understood**—Give honest, accurate feedback that develops trust and understand the physical components of communication and how they impact the message
- **Habit 6: Synergize**—Understand how differences can contribute to innovative solutions; maximize opinions, perspectives and backgrounds
- **Habit 7: Sharpen the Saw**—Maintain and increase effectiveness by renewing yourself mentally and physically

WHO SHOULD ATTEND

Managers who are seeking to become more efficient, build better relationships and help their organization succeed.

ATTENDEES WILL RECEIVE

- ***The 7 Habits of Highly Effective People*® Audio CD**—This bestselling audio book provides the basis for the concepts taught in the course.
- ***Participant Guidebook***—A manual filled with examples and exercises.
- **Management Essentials**—A book of resources for dealing with management challenges.

All faculty are trained experts in FranklinCovey's *The 7 Habits of Highly Effective People*® curriculum.

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The 8th Habit®: Unleashing the Greatness in Yourself and Others

SEMINAR #2603

By FranklinCovey—available through AMA.

How can you and everyone in your organization make the most of ALL your talents and skills?

When outstanding results are expected—or necessary—it isn't enough to just be effective. You have to unleash your ultimate potential to achieve your own level of individual greatness. And if others in your organization can do the same, there's no limit to what can be achieved.

In his book, *The 8th Habit: From Effectiveness to Greatness*, Dr. Stephen R. Covey explored the next dimension of the principles he made famous worldwide in *The 7 Habits of Highly Effective People*®. Now, this groundbreaking course will show you how to harness the power of your own innate genius—what Dr. Covey calls your voice. The unique skills and insights you'll get will help you become your best possible self and inspire others in your organization to do the same.

BENEFITS OF ATTENDING

- Understand the personal and organizational drivers for today's professionals
- Get specific skills and knowledge for finding your voice and inspiring others to do so
- Inspire better focus and execution within your team
- Create healthy interdependencies within your organization
- Develop a culture of trust both at work and at home

TOPICS COVERED

- Bridging the gap between effectiveness and greatness
- The four imperatives of great leaders
- Discovering and expressing your voice, vision, discipline, passion and conscience
- The roles necessary to inspire others to find their voice
- Trust: the core of leadership
- The voice of discipline and execution

WHO SHOULD ATTEND

Experienced managers who want to tap into a higher level of achievement and greatness within themselves, and bring the same qualities out in others.

NOTE: In order to participate in *The 8th Habit*® it is NOT required that you first attend *The 7 Habits of Highly Effective People*® seminars (#2601 or #2602).

www.amanet.org/2603

Classroom Schedule

Nov. 15-16	New York, NY	2603-FEW-00014
Dec. 3-4	Chicago, IL	2603-FEW-00015
Jan. 28-29	Arlington, VA	2603-FEW-00017
Feb. 25-26	Las Vegas, NV	2603-FEW-00021
March 4-5	Atlanta, GA	2603-FEW-00013

2 days/1.2 CEUs

$2,195/AMA Members $1,995

AMA Members save $200

Also available as a **Live Online Seminar**

Developing Executive Leadership SEMINAR #2501

AN AMA BLENDED LEARNING SEMINAR

Taking on a leadership role today is a constant race against change.

Learn how to identify and manage the challenges you face with practical and proven-in-action techniques. In-class exercises and updates on current research let you practice new ideas and try out shared insights. Stretch your leadership methods and assert your role.

BENEFITS OF ATTENDING

- Build a leadership style that creates trust and sets a clear vision
- Discover executive leadership skills to create a winning strategy
- Learn real "coaching" and how to build an extraordinary team
- Develop heightened "emotional intelligence"
- Improve performance through empowerment and delegation

TOPICS COVERED

- Defining today's executive leadership expectations
- Building a culture and achieving an organizational vision
- Applying your personal values and ethics at work
- Practicing ways to communicate that motivate and create success
- Exploring Situational Leadership® in coaching and influencing
- Creating your own executive leadership development plan

WHO SHOULD ATTEND

Midlevel managers who lead others with managerial responsibility.

www.amanet.org/2501

Classroom Schedule

Nov. 12-14	Arlington, VA	2501-FEW-01334
Nov. 12-14	Boston, MA	2501-FEW-01335
Nov. 14-16	Newport Beach, CA	2501-FEW-01336
Dec. 5-7	Arlington, VA	2501-FEW-01339
Dec. 5-7	Chicago, IL	2501-FEW-01355
Dec. 10-12	New York, NY	2501-FEW-01341
Dec. 12-14	San Francisco, CA	2501-FEW-01342
Jan. 7-9	New York, NY	2501-FEW-01343
Jan. 16-18	Scottsdale, AZ	2501-FEW-01344
Jan. 28-30	Dallas, TX	2501-FEW-01346
Feb. 6-8	Arlington, VA	2501-FEW-01345
Feb. 11-13	New York, NY	2501-FEW-01347
Feb. 20-22	Chicago, IL	2501-FEW-01348

Visit our website for additional dates and locations

3 days/1.8 CEUs/18 PDUs

$2,545/AMA Members $2,295

AMA Members save $250

LIVE ONLINE SCHEDULE

1.2 CEUs/12 PDUs • $2,545/AMA Members $2,295

Mon. and Wed. 2-5 pm ET • 4 Lessons

Dec. 3-12, 2012 . . . . . 2501-FEW-01337

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Stretch your training budget further



SAVE $200* on any seminar

Start building your future today with AMA's Training Solutions.

You or anyone else in your organization can save **$200** on any AMA seminar in this booklet if you register by **November 30, 2012** and attend by **January 31, 2013.**

Visit **amanet.org** to register or call **1-800-262-9699.** Mention offer code **LD3F.**

TERMS AND CONDITIONS: Offer code LD3F expires November 30, 2012, 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, cancellations or GSA pricing. Individuals eligible for GSA pricing must choose between GSA contract pricing or this discount applied to the AMA Member rate. AMA Annual Pass/Premium Annual Pass, AMA Seminar Savings Pass, AMA webinars, and third party-delivered programs available through AMA are not eligible for this offer. Prices are subject to change without notice.

5 EASY WAYS TO REGISTER

WEB: www.amanet.org

PHONE: 1-800-262-9699— 8 am–7 pm, eastern time, Monday–Friday (TDD 1-800-736-3508)

EMAIL: customerservice@amanet.org

FAX: 1-518-891-0368

MAIL: Return this registration form to
American Management Association
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