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Dear training director,

Increasingly, our ability to communicate with others—clients, supervisors, subordinates, and colleagues—determines our effectiveness in the workplace. Every mistake or inefficiency in almost any enterprise can be traced to ineffective or unclear communication. Our culture has professionalized communication, turning it into a “cult of talent,” in which we often see ourselves as not possessing the requisite skills (“talent”) to communicate powerfully and effectively in our own interests and those for whose interests we wish to advocate.

But talent is only a small part of the issue. *Preparation is the most important aspect of effective communication.* **A Speaker Prepares** offers proven effective techniques for thoroughly readying yourself to become an effective communicator in a range of social and professional contexts.

Enclosed is a synopsis of **A Speaker Prepares**, Approval of this CEU course and workshop is pending. We look forward to working with you and your organization to maximize your communication skills and effectiveness.

Sincerely,

Derek W. Werner, PhD
President

encantadocreative[®]





A SPEAKER PREPARES

A Speaker Prepares is a workshop that will help you assess your current strengths and weaknesses as a communicator.

A Speaker Prepares will provide you with the tools for developing a plan by which you will become a more confident, effective, and powerful speaker/presenter.

A Speaker Prepares will allow you to identify and manage the obstacles to effective communication that everyone faces. These include anxiety, lack of preparation or inappropriate preparation, and unfamiliarity with techniques for accurately monitoring your presentational technique.

A Speaker Prepares will help you identify your unique personal style, genuineness being the most important single key to successful communication. Once you learn to bring “your authentic self” to your material, you will dramatically increase your effectiveness as a communicator.

Finally, **A Speaker Prepares** gives you tools that you can apply to ANY communications challenge, and that you can expand into more specialized forms of communication such as negotiation, decision making, updating information across the organization, or conflict resolution.

A Speaker Prepares is fast-paced and interactive with immediate opportunities to prepare, practice, and to fine-tune the communications skills at every stage of the workshop. Video and/or audio recording during practice sessions will serve to provide instant feedback.

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