



## Workshops and Training Seminars

*Speakstyles* offers workshops, training seminars, and presentations that are customized to the needs of each client. If you do not see the topic you need here, please contact us! The descriptions below include some of the popular topics that may be useful to you, but remember that we can “mix and match” to design a specific workshop or seminar. Whether you want to improve general communications skills, hone presentation skills, or train sales and customer service staff to excel in today’s competitive environment, *Speakstyles* can help!

### Communication Skills: Finding Your Authentic Voice

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Communication is a basic life skill. Your ability to communicate largely determines how effective and valued you are at work, how you make and keep friends, and even how your children respect and trust you. It could be said that your personal happiness depends on it! Effective communication makes life work. But how do you learn the skills of effective communication?

This seminar gathers the most **essential communication skills** and presents them in a practical form that can be used by professionals at any level. It teaches the basic guidelines for effective communication and provides practice, role play, and feedback. The ultimate aim is to help make you more successful in everything you do. To that end, you will learn the following skills:

- ✦ Effective listening
- ✦ Delivering powerful messages
- ✦ Using effective body language
- ✦ Identifying three basic communication styles: passive, aggressive, and assertiveness
- ✦ Practicing assertive communication: as you understand your own “authentic voice” or tendency to communicate in a particular way, you learn to communicate assertively—the most effective of the communication styles
- ✦ Learning how to communicate with your employees and managers to create an effective team working together

### Presentations and Business Meetings That Work

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Effective speaking is a critical business tool. Whether you are in a meeting, negotiating, or making a presentation, *how* you communicate is essential to *what* you communicate. A study conducted by Dr. Albert Mehrabian, a social scientist at UCLA, found that 55% of the impression that we leave is based on *Visual Presence*, 38% is based on *Vocal Presence*, and 7% is based on *Content*. So, how you look and sound is crucial to your success!



This workshop prepares you to **create and deliver more effective presentations and meetings** using your authentic communication style. First, we use a behavioral assessment tool to help you understand how you come across when you speak to someone or make a presentation. With this understanding, you will learn concrete techniques to master

your authentic style for any situation. Systematic practice includes videotaping and feedback throughout the workshop. You will learn how to do the following:

- ✦ Create powerful presentations
- ✦ Use your body to connect with the audience and deliver your message effectively
- ✦ Increase voice and speech effectiveness
- ✦ Seamlessly utilize these skills for more powerful presentations and improved communication

## The Articulate Voice

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The human voice serves to communicate our ideas to others. The distinctiveness in the sounds it produces creates an image for the listener. In a business setting, **the human voice can be a powerful tool** for persuasion, communicating emotion, or asserting credibility. The impression we make when we speak can positively or negatively affect what we have worked hard to achieve. This is an ideal workshop for executives, salespeople, and anyone involved in customer service.

This workshop will help you develop the skills necessary to create a powerful vocal impression, including the following:

- ✦ Appropriate pitch and intonation
- ✦ Rhythm and rate of speech
- ✦ Articulation
- ✦ Vocal projection
- ✦ Vocal variety and energy



## Vocal Power

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Do people constantly ask you to speak up? One of the most common problems for people who make presentations or are involved in business meetings is lack of **vocal projection**. If people constantly ask, “What did you say?” or lean forward to hear you, it’s time to evaluate your voice. A soft voice can be associated with lack of strength or with having little confidence in what you are saying. These perceptions can result in low credibility in your message. Remember—a listener should never have to *think* about listening; he or she should be paying attention to the ideas you present.

This workshop evaluates and improves your vocal power. Through precise measurement and vocal exercises, you will learn to increase or decrease vocal projection for various business settings. Videotaping and feedback during this session will assist you with making effective changes.

## Powerful Presentation for Women

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For years, women have learned from childhood to communicate (verbally and nonverbally) in ways that can undermine their ability to get ahead in the business world. As women continue to move into more male-dominated positions, many need to build the skills to become powerful communicators while utilizing their own style. Even when a woman speaks effectively, body language may sabotage her message (research shows that nonverbal signals carry about five times as much impact as the verbal channel).



This **workshop for women strengthens communication** by focusing on skills needed for effective speaking and powerful presentations. Videotaping and feedback help participants see their progress. Though all presentation skills are covered, the main focus is on six areas which many women need to address:

- ✦ Vocal power
- ✦ Gestures
- ✦ Assertive body language and words
- ✦ Body stance
- ✦ Facial expression
- ✦ Dress

## Negotiation Skills

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In today's competitive marketplace, **effective negotiating skills** are crucial to the success of your organization. Negotiating takes place when you manage employees, sell your services, work on contracts, provide customer service, apply for a job or ask for a raise. Negotiation is a skill that helps you get what you want from others without alienating them. In the process, people with different or opposing needs can arrive at a fair agreement. To negotiate well, you must understand your own communication style, how it is perceived, and how you can use it to your advantage.

This workshop focuses on the advantages and disadvantages of your negotiating style and on understanding the styles of others. Role play of actual and theoretical cases provides practice. You will learn the following:

- ✦ Four stages of negotiation
- ✦ Rules of principled negotiation
- ✦ How to handle conflict and allow it to work favorably for you
- ✦ Getting the results you want

## Yes, You Have Reached a Live Person:

### Customer Service Management in the Age of Technology

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In today's highly competitive marketplace, frequently the only thing that sets your company apart from your competition is your ability to satisfy customers. As Peter Drucker said, "The single most important thing to remember about any enterprise is that there are no results inside its walls. The result of a business is a satisfied customer." Statistics show that a satisfied customer will tell three others about your product or service, whereas a dissatisfied customer will tell eleven others, will never buy your product again, and will not bother to tell you how you what you did wrong.



Do your customers have a hard time getting to a "live" service operator? When they do, are they speaking with someone who is outside of the United States? This scenario, so common in this day of automation and outsourcing, often results in frustration for customers. Even as their initial issue is resolved, customers can feel dissatisfied as they try to understand the accent and communication style of a foreigner.

This seminar addresses how to **build customer loyalty and manage customer relationships** in this situation. Systematic role play and feedback provide valuable insights. During this seminar, participants will learn:

- ✦ Benefits to the service provider of superior customer service
- ✦ Hierarchy of customer expectations
- ✦ Understanding your behavioral style so you can effectively interact with all types of customers
- ✦ Effective communication skills, including customer-focused language
- ✦ Techniques to handle difficult or upset customers
- ✦ Using assertive, rather than aggressive, communication to solve customer problem

As needed, follow-up can be arranged for individual customer service professionals for accent modification.

## Ready for the Real World

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This workshop is geared to those entering the workforce, whether they are high school students interviewing for a job or college graduates ready to enter a career field. Young people today must develop **excellent interviewing skills** if they want to succeed. They also need to make the transition from the casual academic setting to the corporate culture of their employer, integrating whatever level of formality that entails.

Job interviewing skills need to be learned, and **Speakstyles** has developed a workshop that helps job candidates succeed. Many factors create a positive impression, and this workshop gives participant practice in each through role-playing that is videotaped, followed by constructive feedback. The workshop covers areas including the following:



- ✦ What do I wear?
- ✦ Researching the company
- ✦ Making a great first impression
- ✦ What to do and *not* do
- ✦ Impressing the interviewer
- ✦ Questions to ask during the interview and before the offer
- ✦ Communicating effectively

### Coaching Available in Conjunction with Workshops/Seminars:

## Accent Modification

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Success in our society depends on one's ability to communicate clearly and effectively. If a strong foreign or regional accent is hindering your ability to get ahead, this coaching is for you. Likewise, if your company has sales or customer service personnel who represent your company with the public, accent modification could greatly benefit your bottom line.

The Compton Pronouncing English as a Second Language (P-ESL) program provides a method for modifying an accent to be better understood in conversational English. The program focuses on pronunciation, inflection, complete word production, and voice projection. In addition to personal coaching, you will receive a workbook and cassette tapes or audio CD for practicing the Compton P-ESL techniques. The Compton P-ESL method is a proven way to achieve clear and effective communication.

