

BE HEARD, BE READ AND BE RECOGNIZED

Register for one or all of the sessions within this innovative, four-part series.

The Ultimate Business Communication Boot Camp will provide you with a strong foundation in essential communication skills and competencies. This dynamic and interactive training combines the latest adult learning techniques, real-world examples, and practice sessions to help you develop the confidence and communication know-how you need to establish yourself in the business world.

Why is that important? Because communication is the single most important key to success in the workplace. When you communicate with confidence and credibility, you get promotions, relate well with coworkers and colleagues, and eliminate misunderstandings and mistakes.

Anyone can learn to communicate more effectively ... all it takes is self-awareness, practice, and someone to lead the way! If you would like to enhance your workplace relationships, speak more confidently in public, and boost your reputation as a trusted, respected professional, do not miss this outstanding program.

- Challenge conventional thinking
- Enhance your workplace relationships
- Speak more confidently in public
- Apply artful persuasion to win people to your way of thinking
- Boost your reputation as a trusted, respected professional
- Increase your credibility with customers

SESSIONS

SESSION 1

Be an Outstanding Communicator

We all know that great communication skills are essential if you want to work more effectively with others, create better relationships with key people, and build your leadership potential. Whether you work with a handful of people or supervise hundreds, the practical skills you'll learn at this workshop guarantee that you project poise and power in every situation.

The number one contributor to success is your ability to communicate. You will be poised for success when you learn:

- Simple guidelines for interacting with difficult coworkers or customers
- How to apply artful persuasion techniques to win people to your way of thinking
- The dynamics of confrontation: Learn the language of winners
- Proven networking techniques to deliver an unforgettable first impression
- How to convey strength, courage, and confidence when meeting people face to face
- Give an enthusiastic presentation while appearing relaxed and comfortable
- Turn nervousness into energy

In this fast-paced, fun and interactive workshop you will learn how to successfully convey your ideas to others, develop memorable business relationships, and make positive impressions when you speak.

Thursday, April 12 | 8:30 a.m. to noon

SESSION 2

Be Recognized for Your Customer Service ... Are you Busting or Building your Brand?

Many organizations throw around the tagline "to exceed customers' expectations." But what does that really mean? It's the little things that make a huge impact on the way your customers perceive your organization. Learn how to delight your customers and set your brand apart.

This seminar will give you the competitive advantage you and your organization need to survive in a tough and increasingly uncertain business climate. It will establish your brand far above your competitors.

In this hands-on workshop you will learn how to:

- Deliver better, faster service and increase customer satisfaction
- Learn how to gain repeat business by knowing what customers expect
- Increase your credibility with customers along with your value to your organization
- Manage stressful situations more effectively
- Recognize the signals of customer irritation as well as how to respond appropriately and assist in quickly finding a workable solution to your customer's problem
- Manage customer expectations by personality style
- Respond effectively to specific customer behaviors and perceptions

How you handle your customers can directly affect your individual goals as well as your team's and company's performance. This fun and dynamic customer service training seminar gives you the skills you need to communicate professionalism, gain respect, enhance customer relationships, and secure an overall competitive advantage through customer service excellence.

Thursday, April 12 | 1 to 4:30 p.m.

SESSION 3

Be Heard: Deliver Awesome Presentations and Speeches

If you are like most businesspeople, fear and anxiety overcome you when you're asked to speak in front of others. If you've struggled with public speaking in the past, this hard-hitting, half-day training will teach you how to control the pre-presentation butterflies, the tongue twisters, and the nervousness that can occur when speaking publicly.

- Learn vital skills and solid strategies to speak confidently in public
- Turn those butterflies and shaky nerves into energy you can use successfully
- Use your voice, posture and gestures to establish sincerity, credibility, and confidence
- Develop instant rapport with your audience
- Manage the question-and-answer period like a pro
- Grab and keep someone's attention
- Use stories to paint a picture that will stick in everyone's mind
- Decide which audiovisual medium works best for every kind of presentation
- Give an enthusiastic presentation while appearing relaxed and comfortable

To really succeed at delivering totally awesome presentations and speeches, there are five key areas that you need to become skilled in. Once you have mastered these skills, you will be able to create a presentation with a clear message and deliver it with confidence.

Friday, April 13 | 8:30 a.m. to noon

SESSION 4

Simple Strategies for Success

Simple Strategies for Success is an amazing workshop that will open your mind to a whole new way of thinking about how you think through any challenge or problem you face. Better decisions begin with strong strategic thinking skills. In this workshop, you will learn how to:

- Reinforce principles you know and challenge yourself with new ideas
- Avoid the "vision killers"
- Challenge conventional thinking
- Weigh risks against potential rewards
- Align strategic decisions with critical goals
- Diagram and articulate your goals and objectives into realistic action steps.

You will learn how to break down any business or personal situation from a strategic perspective, identify hurdles, opportunities, hot issues, and constraints. Then, you'll learn to formulate effective strategies for addressing the dilemma you're up against ... creating an effective strategic plan and execution strategy to ensure positive results.

Friday, April 13 | 1 to 4:30 p.m.

The Ultimate Business Communication Boot Camp
Registration Form

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Small Business Development Center
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- REGISTER FOR THE SERIES**
- \$275 for all four sessions. You save more than 30%!
 - REGISTER FOR INDIVIDUAL SESSIONS**
 The cost is \$99 for each individual session.
 - BE AN OUTSTANDING COMMUNICATOR**
 Thursday, April 12 | 8:30 a.m. to noon
 - BE RECOGNIZED FOR YOUR CUSTOMER SERVICE**
 Thursday, April 12 | 1 to 4:30 p.m.
 - BE HEARD: DELIVER AWESOME PRESENTATIONS & SPEECHES**
 Friday, April 13 | 8:30 a.m. to noon
 - SIMPLE STRATEGIES FOR SUCCESS**
 Friday, April 13 | 1 to 4:30 p.m.



She's a natural-born motivator, optimist and entertainer. Her presentations are inspirational, funny, and focused on helping her participants achieve results. Monica is one of only 13 professionals with an MS Degree in Economic Development and Entrepreneurship. She is a published author, a top-notch speaker, a professional consultant and an accomplished leader known for being one of the best entrepreneurial training experts in the business.

EntrepreneurNow!, a business training and consulting firm. She has more than 20 years experience in the corporate, non-profit, and academic sectors with an expertise in bringing excellence to organizations through leadership and training. A Senior Small Business Development Specialist, Monica is a highly sought after speaker and trainer. Her emphasis is always on fun and learning as she delivers high-energy, high-content training, along with a plan for application in the real world.



MONICA CORNETTI, MS EDE

The Ultimate Business Communication Boot Camp
Workshop Facilitator

SMALL BUSINESS DEVELOPMENT CENTER

**SPRING 2012
 WORKSHOP SCHEDULE**

**The Ultimate
 Business
 Communication
 Boot Camp**

Enhance workplace
 relationships, speak more
 confidently in public, and
 boost your reputation.

April 12 & 13, 2012

