



## Effective Communications Conference Datasheet

**Who:** Managers and team members who need to communicate more effectively with those around them. In short, everybody.

**Why:** To learn, practice and implement effective communication using the DiSC model. We all have a natural communications style – how we “talk” when we are not thinking about it. Yet we can be far more effective when we can tailor our style to be more like the listener’s. Fortunately, this is an ability you can learn in one day. Miscommunication is maybe the biggest undiagnosed problem in organizations today. This is dangerous because communication is the professional’s most frequent behavior.

**Benefits:** Attendees learn to identify communication styles and how to tailor their communication in order to be more effective. They develop better relationships with their colleagues and get better results as a consequence. Each attendee receives follow up emails to ensure that they get maximum benefit from their learning.

"It was eye-opening to see how easy it really is to improve communication by simply understanding someone else's behavior patterns." Ron Holohan,  
August 2010 Attendee

**Time:** 1 day. We will spend 1 hour on the theory of DiSC and how we can use it, 2 hours practicing observing, 2 hours practicing analyzing and 1 ½ hours on practicing tailoring. Finally we’ll spend an hour working on making email more effective. We manage our agendas to the minute.

"Best 1 day of training I've ever experienced."  
— Greg Joesten, March 2010 Attendee

**Cost:** \$995. If you attend the Effective Manager Conference often offered back to back, you can attend both days for \$1595. Sending more than four will afford you a discount.