

CONFIDENCE
ADVANCE SKILLS
SPONTANEOUS
BUILD RAPPORT
THINK ON YOUR FEET
EMPOWERING
COMMUNICATIONS
PROGRAM
RESULTS

*Master advanced
communication skills,
express yourself authentically,
maximise your impact
and get the results you want.*

MASTERY

The key that opens the door to personal and professional success is the ability to communicate effectively.

This program consists of three separate modules that can be completed in any order, or taken as stand-alone programs.

Lacking advanced communication skills is a major roadblock to personal and business success. How effective is your communication?

Consider the following:

- Do you have difficulty achieving 'cut through' and making your message stand out?
- Do you lose business opportunities based on your lack of presentation and pitching skills?
- Do you repeatedly feel misunderstood when communicating with clients, employees and suppliers?
- Do you lack the advanced skills to communicate in a way that gets the results you want?

- Do you want to be more authentic when you are selling to someone?
- Do you have difficulty persuading a client or employee to see your point of view?
- Do you have trouble negotiating business outcomes that are truly 'win-win'?
- Would you like to easily and quickly adapt your communication style to suit different audiences?
- Would you like people to remember what you say?
- Would you like to increase your confidence and feel comfortable when communicating in all situations?

If so, then the Empowering Communications Program will be the most important program you ever attend!

What's different about this communication program?

You will find that our experience, our approach and our unique process is "the difference that makes the difference!"

OUR EXPERIENCE

For over 20 years Shirley Smith has worked with corporate executives, small business owners, professional service providers, sales people, managers, television presenters, health practitioners and even parents who want to learn dynamic, effective communication skills which guarantee their message cuts through clutter and is effective in getting results.

Shirley recognises that learning to communicate and present to groups, individuals and key authority figures can often be a daunting experience, particularly when business and career success is dependent on the outcome. Other courses and facilitators may give you the tools to manage or mask your fear. Shirley gives you the tools, confidence and

experience to eliminate it once and for all.

OUR APPROACH

A fundamental understanding of human dynamics is paramount in the design of any program that is to produce lasting behavioural change. Our program incorporates Accelerated Learning, Generative Learning and Action Learning techniques that are proven to fast track your progress, as you naturally embody the skills you have learnt.

OUR PROCESS

Many communication programs simply provide you with information to be memorised. Our program has been specially crafted to provide you with a hands-on, visceral experience of the course material.

The participatory style of the program allows you to quickly integrate all of the skills you have been taught and easily think on your feet.

CONFIDENCE

What results can I expect?

Becoming an exceptional communicator will improve the success of your business, and the quality of your personal and professional relationships in many ways.

You will learn how to masterfully deliver and tailor your communication to have maximum impact and get the outcomes you want every time, regardless of whether you are presenting to a group of people, negotiating with a supplier or staff member, or delivering

a sales pitch to a client.

This powerful program will give you the skills to inspire, influence and inform whenever you communicate with groups, individuals or key authority figures. It will also help to enhance your natural style so that you can communicate with confidence and authenticity. The added bonus is that you will apply the skills you learn to other areas of your life, including your personal relationships.

This Program is a true ‘game changer’ that creates positive and lasting change.

“As the Founder and Managing Director of a small business I am always on the lookout for new and innovative ways to save time, make more sales and increase our brand presence within the market. Without a doubt, one of the best business decisions I ever made was to attend the Empowering Communications Program.

As a direct result of completing this program I was able to secure sponsorship and advertising funding for my publication that exceeded my wildest dreams. The skills I obtained helped me to approach potential sponsors and then design a sales pitch that was tailored to meet their needs. It was so easy and the net result was a 30% increase in sales revenue. I couldn't be happier and would recommend the program to any business owner.”

*Cherie Kellahan
Founder, SW Magazine*

“For starters, the program taught me how to make a memorable impression. You actually integrate the tools you learn and the results last for the long term. There isn't a week that goes by that I do not access what I learned from the Program.”

*Stacey Demarco
Author & Metaphysician
TV Presenter on “The One”*

“I have attended numerous communication courses over the years. Empowering Communications is by far the most effective program I have taken.

It delivered exactly what it promised; it gave me the tools, techniques and skills to enable me to communicate in such a way that I have repeatedly been able to get the results I set out to achieve with my communications. I have seen a marked improvement in my ability to work with staff, get outcomes for clients and sell our services.”

*Bill Sayer - Managing Director
HCi Professional Services Pty Limited*

“As part of a large corporate organisation, I see presentation and communication skills regularly. I believe that there are very few programs that help people achieve the results that the Empowering Communications Program does.”

*Adette Rosenbach
Marketing Manager - Business Development
PricewaterhouseCoopers*

“Recently I was at a business meeting which had lost all direction. I rose to my feet and made a few brief and highly relevant points - unconsciously using the skills I had learnt during the program. It was an unplanned presentation and I enjoyed every moment and...I WON THE CONTRACT!”

Paul Clark - Managing Consultant



About the Facilitator

Shirley Smith is an accomplished, dynamic and entertaining presenter. An “Action Learning” based educator and best selling author of three books, she has a degree in philosophy and a background in psychology and behavioural science.

Shirley specialises in advanced communication skills, program design, facilitating group dynamics and building synergistic teams. She loves supporting individuals and businesses to experience fast growth, lasting change and success.

Shirley’s training and diverse background has given her a fundamental understanding of the

psychological underpinnings that block people from learning, expressing themselves and making changes that last. She is an expert in guiding people to break through personal and professional limitations and knows how to inspire people to expand beyond their expectations. Many people have said that her programs are deeply insightful and comment on her unique ability to empower them by drawing out their creativity, natural talents and self-confidence.

Entering Shirley’s training environment not only sparks your creativity and ignites your passion - you’re guaranteed to experience the ride of your life!



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NOVEMBER 2010 PROGRAM

If growing your business, increasing sales and improving key business relationships are a priority for YOU, it is imperative that you become an expert communicator.

MAKE PRESENTATIONS FOR MAXIMUM IMPACT AND MASTER COMMUNICATION STYLES FOR PERSONAL AND BUSINESS SUCCESS

IN THIS PROGRAM YOU WILL:

- Design and deliver persuasive presentations that get results
- Tailor communication to suit different types of people and deliver your message with maximum impact
- Improve your marketing effectiveness
- Harness the pressure (stress) of presentations into excitement and enthusiasm
- Transform technical material into presentations that are interesting and engaging
- Overcome objections to get the outcomes you want
- Reduce conflict due to personality clashes and power struggles
- Create trust and rapport with new clients and build robust relationships
- Frame and deliver winning presentations quickly (often within minutes)
- Feel confident to deliver impromptu presentations

This program consists of 5 full training days and one evening presentation session. All materials are provided, plus morning and afternoon tea.

Details overleaf.

NOVEMBER 2010 PROGRAM

MAKE PRESENTATIONS FOR MAXIMUM IMPACT AND MASTER COMMUNICATION STYLES FOR PERSONAL AND BUSINESS SUCCESS

THIS PROGRAM IS DELIVERED IN THE FOLLOWING FORMAT:

DATES **There will be a pre-program teleconference on the evening of Monday, November 22, 2010*

Five Full Days:

Wednesday, November 24 to Sunday, November 28, 2010
9:00am to 6.00pm daily

Evening Presentation and Program Completion:

Monday, November 29, 2010 - 4:00pm to 10.00pm

VENUE The Radiant Group, 32 Grosvenor Street, Neutral Bay, NSW

COSTS \$3295 inc. GST

EARLY BIRD • **SAVE \$300** - When you enrol and pay \$2995 in full by Thursday October 28, 2010.

ENROLMENT CLOSING ON WEDNESDAY, NOVEMBER 17, 2010.

Call or email us to receive an electronic brochure and registration form.
If you are travelling from interstate please contact the office to receive information regarding accommodation.

To enrol in the program, register your interest or for further information please contact 02 9953 7000.

TERMS AND CONDITIONS: A non-refundable deposit of \$500 for this program holds your place • Enrolments with full payment required by Wednesday, November 17, 2010 • AMEX transactions incur a 4% merchant fee, VISA/Mastercard 1.5% • EFTPOS facility available.