

Mastery OF LEADERSHIP COMMUNICATION™



Our commitment is to create a program that is enormously valuable, keenly pragmatic, and thoroughly engaging.

An Intensive 3-Day Academy

Presented by
Glaser & Associates, Inc.

"I recommend the Glasers to any managers and professionals who realize that by improving their communication, they will enrich the culture of their organization and have an overall impact on performance."

Tom Aitchison
Chief Executive
The City of Edinburgh Council,
Scotland



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Glaser & Associates can tailor and present a program to meet the specific requirements of your organization at your location and at your convenience. For more information, please call our office.

The Time Is Now

Today's leaders in business and government find their organizations in a state of continuous change. Managers who thrive will have the extraordinary skills it takes to transform conflict into cooperation, and to convince others to support and implement their ideas and programs. This intensive three-day seminar teaches you practical skills and strategies for managing conflict, building teamwork, negotiating consensus, and inspiring and motivating others.

Peter A. Glaser, Ph.D. and Susan R. Glaser, Ph.D., a dynamic, international consulting team, will co-lead this three-day program. The Glasers have spent 30 years researching strategies for moving from conflict to cooperation, and their seminars are known for being enormously valuable, keenly pragmatic, and thoroughly entertaining.

The Glasers have developed a research based method for teaching communication and problem-solving skills that work in even the most challenging environments. Their seminars and training programs have been attended by hundreds of thousands of business and government leaders from around the globe. Both hold doctorates in Communication from Pennsylvania State University.

Based on their last 30 years of consulting and research, the Glasers offer a three-day seminar, *Mastery of Leadership Communication*. This in-depth practicum experience presents a performance-based approach critical to the survival of today's leaders. It includes three learning modules:

- Day 1—BreakThrough Conflict™**
- Day 2—Hardwiring Teamwork™**
- Day 3—Persuasion and Influence**

The goal for this seminar is observable mastery in each of these three dimensions of leadership communication. Learn more on Page 2 ►

BreakThrough Conflict™

Manage and Thrive on Conflict

Disagreement is an inevitable by-product of bringing people together. The successful leader today must have the skills to transform individuals with differences, conflicts, and communication breakdowns into a committed, unified, and productive team.

BreakThrough Conflict provides practical methods for that transformation. After participating in this module, you will have specific skills and techniques for working through conflicts so that rather than breaking down relationships, conflict will serve to uncover and resolve barriers to high performance.

You will learn to:

- **CREATE** positive change by using a four-step model that fosters acceptance.
- **TIME** your communication to maximize that acceptance.
- **RAISE** difficult issues and problem behaviors without making people feel defensive.
- **CONVERT** defensiveness and blame into insight and agreement.
- **STAY FOCUSED** on problem-solving and collaboration when difficult issues arise.
- **AVOID** unproductive discussions with a proven method that converts criticism into a midcourse correction.
- **FOSTER** creativity and innovation by avoiding common pitfalls that polarize people and torpedo creative thinking.

Comments from past participants in the Glaser leadership programs:

"Thanks so much for coming to Microsoft. Everyone was so impressed with your work and it has made a noticeable difference in the way people approach other teams, especially the most challenging ones."

**Ali Heron, Program Manager
Microsoft, Redmond Washington**

Hardwiring Teamwork™

Create Collaborative Partnerships

In today's rapidly changing environment, the greatest challenge facing leaders is to create collaborative partnerships with employees at all levels across functional silos and with outside stakeholders. Cross-functional teams are required to solve complex problems.

Hardwiring Teamwork teaches the problem-solving strategies needed to create that participative team culture, as well as the specific behavioral skills required to build collaborative partnerships, achieve consensus and turn multiple perspectives into a cohesive action plan.

You will learn to:

- **AVOID** common pitfalls of employee participation programs.
- **CONVERT** employee skepticism into active support by using appropriate decision-making models.
- **BUILD** momentum toward your goals by using a simple procedure to break deadlocks, and craft agreements that build support and coalition.
- **FORMULATE** innovative solutions by building consensus from divergent points of view.
- **CONVERT** decisions to action, and action to results by using a five-step problem-solving process.
- **MAXIMIZE** your resources by ensuring participation from everyone.
- **INCREASE** commitment and energy with easy-to-use techniques for running productive, safe, and action-packed meetings.

"Without a doubt, this was the best three days of my time. The course content is so practical that no future presentations should ever be undertaken without utilizing the skills learned in this course."

**Maree Clark, Financial Analyst
Dunedin City Council, Dunedin, New Zealand**

Persuasion & Influence™

Convince, Inspire and Motivate

The only constant in today's fast-paced world is change itself. The successful leader must not only be able to design new programs to meet changing needs, but must also have the skills to persuade others of the value of those programs. *Persuasion and Influence* gives you step-by-step strategies for persuading, convincing, inspiring, and motivating others.

You will learn to:

- **STIMULATE** acceptance with a proven method for convincing listeners that your message affects their lives.
- **INCREASE** acceptance of your message by using three fundamental forms of persuasive argument.
- **CONVERT** stage fright into productive energy and dynamic presentations.
- **INCREASE** your influence by avoiding five common language patterns.
- **ENGAGE** your listeners by using seven easy-to-remember techniques for becoming a dynamic speaker.
- **STRENGTHEN** your position and credibility by presenting four convincing types of evidence.
- **INSPIRE** others to acceptance and action with the language of leadership.

"This seminar was an exceptional learning experience. The Glasers are masters of creating a balance between theory and practice in a supportive environment, where all participants learn, practice, and grow."

**John Schoen, Professor
Baylor University Family Business Program
Waco, Texas**

"Your work and expertise are truly needed today and your passion for your work is evident in all that you do."

**Tom Russell, CEO
Adventist Medical Center, Portland, Oregon**