



**Breakthrough Business Writing:**  
*How to Write Better, Faster, and with Greater Success in just 4 Hours*

*Jonathan Clark*

December 11, 2007

8:00 a.m. - Noon

**Quality Customer Service and How to Make it a Way of Life**

*Jim Temme*

February 5, 2008

8:00 a.m. - Noon

**Succeeding as a New Supervisor:**

*Must-Have Skills for Rising Stars*

*Steve Gilliland*

April 8, 2008

8:00 a.m. - Noon

**Stop the Whining!**

*Learning The Art of Positive Influence*

*Pat Wagner*

May 6, 2008

8:00 a.m. - Noon

**DECEMBER 11, 2007**, 8:00 am – Noon

## **Breakthrough Business Writing: How to Write Better, Faster, and with Greater Success in just 4 Hours**

**Introduction:** If you are like most professionals in today's workplace, you spend a lot of valuable time writing. Even for experienced writers, it's a process that takes a lot of energy and often produces frustration. And when the writing doesn't produce its desired outcome, it represents a complete waste of time and money.

In this powerful half-day session you will learn proven techniques that will help you write better and faster, with more confidence and with greater success.

### **Benefits You'll Gain from this Program:**

- Increased professionalism.
- Increased productivity.
- A reputation for effective written communication.

**Learning Outcomes:** By the end of this program, you will be able to:

- Use proven techniques to generate ideas and eliminate "writer's block."
- Write 30-40 percent faster than you do now.
- Use editing tricks to deliver concise, clear documents every time.
- Produce writing that WORKS!
- Teach others the methods you've learned.

**Who Should Attend:** Anyone who would like to write better, faster, and with greater impact.

**About the Presenter:** Jonathan Clark, founder of Business Writing Solutions, has written professionally since he was 14 years old. He began as a sports writer, but quickly moved first into public relations and then to publications editor for the National Collegiate Athletic Association (NCAA). At 23, he became the youngest executive in NCAA history. With ongoing client relationships including Southwest Airlines, NASA-Kennedy Space Center, RadioShack, Los Angeles County, FedEx, Goodrich Corp. and the U.S. Postal Service, it's not hard to see why people call Jonathan "the nation's business writing expert." Jonathan has been training since 1982, teaching over 2,000 full days in all 50 states and nine Canadian provinces. His enthusiasm and passion for writing are contagious, and it's not unusual for participants to call his program "the best seminar I've ever attended." He believes "writing" and "fun" belong in the same sentence, and he will convince you of that, too!



Jonathan Clark

**FEBRUARY 5, 2008**, 8:00 am – Noon

## **Quality Customer Service and How to Make it a Way of Life**

**Introduction:** This powerful training session is unlike any customer service program you may have experienced before. It concentrates on building rapport and relationships with both external and internal customers. There is an emphasis on quality work and follow through. You'll learn techniques used by organizations and their customer service superstars everywhere. The techniques apply in any customer service setting and can provide break-through levels of customer satisfaction.

### **Benefits you'll gain from this program:**

- Quality customer service in even the most difficult situations.
- Increased customer satisfaction.
- A reputation for good "people skills."
- Less stress and greater productivity.

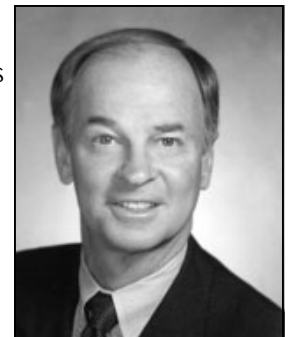
**Learning Outcomes:** By the end of this program, you will be able to:

- List the traits common to all customer service superstars.
- Describe the four basic service climates found in organizations.
- Identify the characteristics of a high-performance service team.
- Use proven techniques for dealing positively with difficult customers.
- Keep your cool under fire.

**Who Should Attend:** Anyone who would like to learn the secrets of customer service experts everywhere.

**About the Presenter:** Jim Temme is owner of Jim Temme & Associates, an international training and consulting firm specializing in the areas of customer service, time management, stress management, productivity enhancement, team building, basic management, coaching skills, and conflict. Jim has written three books: *ProductivityPower: 250 Great Ideas for Being Productive*; *Total Quality Customer Service*; and *TeamPower: How to Build and Grow Successful Teams*. His books have sold over a half million copies. He has written numerous articles on time management, productivity enhancement, and team building.

Jim has provided over 2,500 seminars to more than 500 organizations, both public and private, over the past 18 years. Jim's expertise, warmth, and enthusiasm make for a memorable, quality learning experience.



Jim Temme

APRIL 8, 2008, 8:00 am - Noon

## **Succeeding as a New Supervisor: Must-Have Skills for Rising Stars**

**Introduction:** At one time or another, everyone in a position of authority—whether in a large organization or a local volunteer group—wonders what the key to great leadership is. In *Succeeding as a New Supervisor*, Steve Gilliland shares universal wisdom that, once understood and embraced, contributes to meaningful relationships with ourselves and others both at work and at home.

You'll learn secrets that great leaders already know in a format that is thought-provoking, inspirational, and laced with best practices and personal anecdotes. Best of all, you'll learn that wisdom lies inside each one of us and that by putting the rules of leadership into action, we can create a more fulfilling learning environment.

No matter where you are on the leadership ladder, *Succeeding as a New Supervisor* will inspire and motivate.

### **Benefits you'll gain from this program:**

- Greater confidence as a leader.
- Increased influence and productivity.
- Less stress and greater job satisfaction.
- Increased morale and employee loyalty.

**Learning Outcomes:** By the end of this session you will be able to:

- List and practice twelve proven "rules" for inspiring and motivating others.
- Explain the key factors that go into building a more fulfilling learning environment at work and at home.

**Who should attend:** Individuals who have been supervising for a year or less or individuals aspiring to supervision will find this program particularly valuable. But even veteran supervisors will find inspiration and new insights from this powerful program.

**About the Presenter:** Steve Gilliland, CSP, is one of the most in-demand and top-rated speakers in the United States and Canada. Steve's motto is "If you take care of people, the business will follow." Implementing this principle, he has helped people grow their businesses and expand their lives by teaching them to rethink their work, their relationships, and themselves. Steve launched his full-time speaking career and built a multimillion-dollar company on the same philosophy he expounds to his audiences. If you continually learn more about your company, your industry, your customer, and yourself, you will always be a leader. You will be purpose-driven rather than process-driven, and you will make a difference.



Steve Gilliland

MAY 6, 2008, 8:00 am - Noon

## **Stop the Whining! Learning the Art of Positive Influence**

**Introduction:** "Whining" can be described as not asking for what you want effectively. It is a form of failed influence. The more effective you are as a communicator, the less you "whine." In this powerful half-day program, you'll learn key tips and techniques for improving your influence no matter what your position in the organization.

### **Benefits You'll Gain from this Program:**

- Greater influence.
- Greater cooperation from others.
- Increased confidence in your ability to get what you want.
- Increased professionalism.
- Less stress and greater job satisfaction.

**Learning Outcomes:** By the end of this program you'll be able to:

- Explain the difference between whining and asking for what you want professionally and effectively.
- Identify and use three key goals when planning an influencing strategy.
- Use a proven three-part influencing model.
- Apply new influencing skills back in the workplace and in your personal life.

**Who should attend:** Anyone interested in building his/her influencing skills.

**About the Presenter:** Pat Wagner has worked with Pattern Research, Inc. and its predecessor since 1977. She is an educator, trainer, writer, and consultant who focuses on personnel, management, leadership, marketing, career, and strategic planning issues. She has special interests in conflict management, project management, community outreach, and future studies. In addition to her consulting work, Pat's varied background includes the performing, visual and literary arts (as poet, graphic designer, publisher, writer, and radio talk show host). She has a liberal arts degree with an emphasis in print communication and performance. Pat's clients are varied and include public, private, non-profit, and educational organizations.



Pat Wagner

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	<i>"Succeeding as a New Supervisor"</i> (April 8, 2008, 8:00 a.m. to Noon)	\$89/ea	\$99/ea	
	<i>"Stop the Whining!"</i> (May 6, 2008, 8:00 a.m. to Noon)	\$89/ea	\$99/ea	
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