TAXI..!©

Communication Skills for the 21st Century

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Advanced Communication Skills Workshop

Wednesday October 17th 2007, 9:00am – 1:00pm

The Foresight Centre, University of Liverpool, 1 Brownlow Street, Liverpool, L69 3GL.

£97.50 (includes refreshments & parking)

What's this workshop about?

In a nutshell, this half-day workshop is packed with highly practical and yet very powerful hints, tips, tools and techniques, distilled into **our unique 5-step "Taxi..!" process**, all designed to help **YOU become an even better communicator.**

Why should I attend this workshop?

Imagine a perfect day at work, or at home, where there were no awkward misunderstandings, no conflicts or heated arguments, where every discussion, every meeting, every conversation is going really well.

Isn't that something you'd love to be able to have every day?

This workshop is for you if, and only if, you know you want:

- **Truly excellent results** every time you speak, negotiate or present.
- To be **more confident** in those tricky meetings and conversations.
- To be more **persuasive and influential.**
- To be able to **take greater control** in your relationships with those more awkward colleagues, employees or managers.
- Just to **fulfil your curiosity** about what's new in the world of communication psychology.
- Find out if you're causing problems with your communication style without even knowing it, and know how to put it right.

If you're one of those people who don't think any of those things are important or relevant to you at all then you shouldn't attend. If, however, you're like the rest of us who know that, even if you're good already, there's always room for improvement and it's good to tune up and hone your skills even further, then you're just the person we'd love to have at this workshop.

What will I learn?

In this workshop you'll discover:

- **What *really* causes misunderstandings and clashes** in the first place and how to minimise them.
- How to adapt your own communication style to **get true commitment** rather than just compliance.
- How to **choose your words and phrases to focus people's attention** at both conscious and unconscious levels.
- How to **use non-verbal signals** to enhance your messages.
- How to **create powerful unconscious connections** with other people and know when people are resistant to connecting with you.
- How you can use **our unique "Taxi..!" 5-step process** which, when you follow it, will multiply your chances of success in every interaction you have.
- How to get useful insights into **what really makes someone tick** from the clues they leak.
- … and much more!

All this means that your new skills and awareness will **step up the power and productivity of every one of your interactions** with other people and help you get more of the results you know you deserve.

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Company No. 4971644

Registered office: 'The Orchard', 4 Blue Bell Lane, Liverpool, L36 7XY

How will the workshop be run?

This will be a fairly intensive half-day with a mix of information and interaction, pair and small group experiments and Q&A sessions, and a chance to look at a real communication problem that you'd like to take some action to resolve. You'll be encouraged to take part, ask questions, work with those around you at points throughout the day, share discoveries along the way and imagine for yourself when and where you will use what you've learned most powerfully and effectively.

Who will be leading the workshop?

The workshop will be led by our own director **Dr. Steve Wooding.** Steve's experience is both broad and deep and he's spent the last decade using his skills with employers and clients in research and development, knowledge and information management and flow, organisational culture change, education at all levels, healthcare and local government, along with a private hypnosis and stress-management practice.

As well as a seasoned public speaker and lecturer, he's a trained psychometric profiler, Master Practitioner of NLP, fully certified Hypnotherapist and expert in verbal and non-verbal communication. He has a confident and inspiring training style, often inviting the participants to think quite deeply about their own limitations and discover ways to leap beyond them. Even though the subject matter can be complex at times, Steve's focus is on creating practical and pragmatic tools and techniques that everyone can use.

How can I be really certain I will benefit from this?

The simplest way for us to give you that certainty is to share what our previous clients have told us:

"Steve delivers value within minutes of first hearing him speak. He teaches you so much you didn't know you didn't know. But what makes it so worthwhile is that you can start applying his learning immediately with great results."

Ian Denny, Director, Multisolutions ltd.

"The day was a big success and evaluated highly by all […] Several of the participants have rolled out the material with the rest of their teams and comment regularly on how beneficial the day has been in helping to develop a more cohesive working team."

Helen Bayley, Clinical Leadership Coordinator, Shropshire & Staffordshire NHS Trust

"Just a quick note to thank you for your input at the recent meeting. I have been in direct sales since 1986 when I left the Royal Navy, and have heard many 'motivational' speakers. You're a breath of fresh air [...] Truly, it was inspiring and I don't say that lightly."

Andy Bignell, Sales Manager, Northern Telecomms Ltd.

"A superb day. Exceeded my expectations. A very clear and practical presentation of some complex theory. I used Steve's techniques immediately after the training day in an interview, and was able to form an objective opinion of the candidate faster, and I'm sure more accurately, than I've ever done before."

Stuart Kellner, Managing Director, Dufton-Kellner Ltd.

How do I book to attend the workshop?

If you've already decided that you want to join us in this workshop you can

- Call us on **0845 111 0360** or **07785 955504** **TODAY**
- Email **booking@iceandlemon.com** and we'll call you to sort out the details.
- Go to **www.iceandlemon.com/workshops,** download the registration form and send it to us with a cheque for £97.50 per person payable to 'iceandlemon ltd.'
- Go to **www.iceandlemon.com/workshops** and pay online using most debit/credit cards. (You can check our terms and conditions there too.)

Be quick though as places are limited and they tend to go fast!

If you're still not completely certain then **call us or email us** anyway and we can answer every question you've got until you are sure, and if you want to find out more about who we are and what else we do, visit **www.iceandlemon.com.**

Your future is in your hands. Don't just sit there – do something with it!

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