



Marian York's Four Star Programs

**WORDpower™ - Proactive Communication Skills
for Building Leadership, Performance, Teamwork,
Relationships of Trust and Balance!**

★ You Win Or Lose With The Words You Choose

How much does miscommunication cost your business? A lot! Effective communication is a combination of speaking and listening. It's the foundation for a healthy business. And a must for any fast-growing, fast-paced business. In this refreshing and eye-opening program, discover how to apply the science of your words to improve efficiency, performance and customer service.

Benefits Include How To:

- Communicate accurately for what you want
- Stay focused on successful results
- Fast track problems into solutions
- Convert cynicism into enthusiasm
- Lead with excellence and credibility

Of Particular Benefit To:

Managers • Sales Professionals
Administrators • Business Owners
Supervisors • Customer Service Reps
Software Designers • Media • Military
Communications Specialists

★ Accelerating Change With WORDpower™

Constant change got your teams cranky and on the run? Empower them with empathetic listening and proactive language to reduce stress, save time and turn competition into cooperation. The key to efficient change is trust. Associates must trust that they can ask questions, make mistakes and brainstorm. This informative and humorous program will brighten your perspective on change.

Benefits Include How To:

- Listen empathetically to diffuse frustration
- Clarify verbiage used with associates and clients
- Transform mistakes into triumphs
- Bridge resistance to change with baby steps
- Mentor with clarity and respect

Of Particular Benefit To:

Administrative Personnel • Managers
Sales Professionals • Entrepreneurs
Counselors • Travel Specialists
Airline Personnel • Business Owners
Technology Professionals

★ NO Time? Time To Say NO!

Successful people know how to say NO! Not to their responsibilities; rather to the myriad distractions that can rob them of precious time and energy. This is an energizing and empowering program that will provide you with the skills to stay focused on deadlines, identify time thieves, minimize interruptions and increase effectiveness as you win respect and reclaim balance.

Benefits Include How To:

- Say NO with confidence and respect
- Stay on track to meet deadlines
- Conserve time and energy
- Make commitments you can keep
- Deal effectively with interruptions

Of Particular Benefit To:

Corporate Personnel • Business Owners
Health Care Professionals
Sales Professionals • Administrators
Managers • Educators • Parents •
Entrepreneurs

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★ Appreciation: Power Not Platitudes!

Lack of appreciation is the leading reason for customer dissatisfaction and employee turnover. So why do we reject or suspect appreciation? Discover the answers in the components of genuine appreciation that satisfy our human needs to be seen and heard. This insightful and light-hearted presentation shows you how to build loyalty, excellence and leadership that lasts.

Benefits Include How To:

- Express appreciation that is meaningful
- Cultivate customer loyalty based on trust
- Nurture excellence, mutual respect and leadership
- Identify individual styles of appreciation
- Build dynamic teams of cooperation

Of Particular Benefit To:

Supervisors • Business Owners
Sales Professionals • Administrators
Managers • Parents • Educators
Entrepreneurs • Service Industry
Professionals • Psychologists • Counselors

★ That's Communication!

Words mean different things to different people. While miscommunication can be humorous, it often leads to misunderstandings that undermine teamwork and performance. Lead by example with understanding not judgment; recover from costly misunderstandings with ease, respect and speed. A fun, powerful program that will transform misunderstandings into laughter and trust.

Benefits Include How To:

- Standardize verbiage for all associates
- Short circuit misunderstanding with clarity
- Convert negative judgment into understanding
- Clean up and clarify the language in emails
- Recover from "foot-in-mouth" gracefully

Of Particular Benefit To:

Communications Specialists • Supervisors
Sales Professionals • Entrepreneurs
Administrators • Educators
Service Industry Professionals
Customer Service Reps • Media Specialists

★ WORDpower™ For Health And Safety!

Words emblazon pictures in the brain. This inspiring and riveting program is tailored specifically to the needs of professionals concerned with either health care or safety issues. Your words affect lives! Discover the powerful difference that you can make by *healing not battling* an illness; by *improving safety not keeping accidents down*. Give those you serve the WORDpower™ edge!

Benefits Include How To:

- Identify language that impedes healing or safety
- Apply the science of words to healing or safety
- Increase effectiveness with accurate communication
- Clarify concerns or issues with empathetic listening
- Build a dynamic rapport with the people you serve

Of Particular Benefit To:

Health Care Professionals • Psychologists
Counselors • Retirees
Safety Administrators
Departments of Transportation
Contractors • Property Managers

To Book Marian:

