



# What I Really Meant to Say...

## Mastering the Art of Communication

Communication is one of the most important ingredients for success in life. Though we begin communicating the moment we're born, many people don't ever become great communicators. Whether working with vendors, customers, employees, or your executive team, your ability to communicate effectively will determine your potential influence more than any other skill you can develop.

To be a great communicator, you must become a *seller of ideas*. From conversations with upper management, to peers, to subordinates, and even with family and friends, presenting your ideas and strategies in a way that they understand and remember is critical to success in your career and life, regardless of your position or responsibilities.

### Participants in this seminar will:

- Learn strategies to become a more effective coach and resource for their team members through improved one on one communication.
- Identify personal challenges and developmental ideas to become a better listener.
- Evaluate how well they use constructive phrasing to engage others.
- Understand how to package and present their ideas and perspectives, as well as organizational policies and values to internal and external customers.

*This was by far the VERY BEST presentation I have ever been to! So touching for me in my career and personal life!*

Heather Lara / Teacher / Lubbock ISD

*Randy's presentation was a real eye-opener that all people, management and frontline must see.*

Jose Garcia / Business Development Specialist  
Randolph Brooks Federal Credit Union / San Marcos, TX

***Teaching the Essential Elements of Excellence for work and life!***