



## Program Catalog



**Amy Castro**  
LEADERSHIP & TEAM DEVELOPMENT

[www.AmyCastro.com](http://www.AmyCastro.com)

Houston, TX

281-728-2248

## Announcing our NEWEST Programs!

At Triad Communication, LLC, our team is prepared to present customized training programs to help you achieve your goals. We've been doing it for 25 years with organizations just like yours! Here are some of our most sought-after programs.

### Compelling Conversations: Developing your BEST Communication Style Through Your Meyers-Briggs Type

#### Live, On-Site Program!

Communication is essential in building and maintaining relationships. The compelling conversations program helps participants identify and understand their own and others' communication style based on MBTI type, better understand others' approaches to communicating, and practice their skills to communicate more effectively in any situation. This program will change the way people look at communicating at work, at home, and in their community!

#### Critical Communication Skills for Leaders, Managers, and Supervisors - Virtual Learning Program!

No matter if you're a leader in an organization, a manager in a small business, or a business owner, the ability to communicate effectively with your employees is what makes or breaks your success and the success of your organization. Truly successful leaders actively seek to improve their communication skills every day.

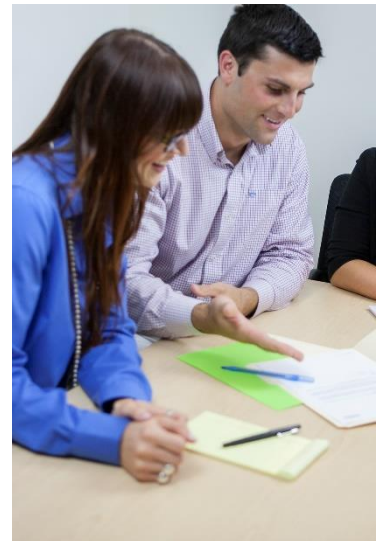
**Module 1: Communication Basics: Choosing words wisely, effective nonverbal communication, and active listening**

**Module 2: Motivating Your Employees**

**Module 3: Coaching Your Employees**

**Module 4: Conquering Conflict: Handling Employee Conflict with Ease**

**Module 5: Making Meetings Work**



*Critical Communication Skills for Managers and Supervisors is a fast paced and engaging course made up of content that includes:*

- Weekly Leadership Lesson (video & live webinar) by leadership communication expert, speaker, and author [Amy Castro, MA, CSP](#).
- Participant handouts, downloads, and assignments
- Self-assessments and quizzes
- Key templates and worksheets for implementing skills learned
- References for additional outside resources

**Have more than 3 people from your organization who need training? Additional discounts are available. [Contact us now for more information!](#) Want a private, custom program just for your employees? [Contact us for more info and pricing.](#)**

# New Supervisor Academy

The Performance Communication Group's New Supervisor Academy is a customized 8-week training program for new and existing supervisors who need a better understanding of key skills for effectively supervising others. A sample program outline is below:

## **Session 1: Understanding and Accepting the Role of Supervisor: Half-Day Program**

- Acquiring the supervisor mindset
- Your image as a supervisor
- Leadership styles
- Understanding your own supervisory style
- Emotional requirements of being a supervisor
- Winning people over to your way of thinking
- Avoiding mistakes of new supervisors
- Challenges of supervising others

## **Session 2: Performance Communication Skills for Supervisors**

- Understanding the communication process
- Words that Work: assertive word choices that get results
- Sending the "right" nonverbal messages
- Controlling your emotions in interactions
- Communication channels: choosing the right method for your message

## **Session 3: Coaching and Motivating Your Employees**

- Motivation definition/applications/benefits
- Motivation myths
- Factors that influence motivation
- Improving motivation
- What is coaching and why is it so important?
- Coaching employee successes
- Coaching for improvement

## **Session 4: Conquering Conflict -- Handling Employee Conflict with Ease**

- Risks and benefits of conflicts
- Individual conflict styles
- Identifying your personal conflict style
- Managing conflict between you and an employee
- Managing conflict between employees
- How to conduct a conflict/problem-solving conversation

### **Session 5: Hire Right: Attract and Hire “Right Fit” Employees**

- Job descriptions and their role in the hiring process
- Job announcements and their role in the hiring process
- Creating a “Right Fit” employee profile
- Establishing your interview process
- Writing the right interview questions
- Conducting the interview
- Making your selection
- Interview follow up

### **Session 6: Four Generations, One Workplace: Bridging the Gap**

- What’s a generation and why should I care about them?
- Characteristics of the generations in the workforce
- Identifying the strengths/weaknesses of your own generation
- Focus on the positive: strengths of each generation and how you can take advantage of them
- Steps for leading and motivating each generation
- Managing cross-generational conflict

### **Session 7: Making Meetings Work**

- Deciding if you really need a meeting
- Determining the “right” attendees and their roles
- Pre-meeting work
- Setting agendas and sticking to them
- Facilitating meetings
- Dealing with difficult participants
- Post-meeting work
- When you attend a meeting: how to be an effective meeting participant

### **Session 8: Time Management and Personal Productivity**

- Time management tools
- Getting organized
- Prioritizing your activities and eliminating time wasters
- Avoiding procrastination
- Effective delegation

## **Live and Virtual Course Descriptions**

*All programs can be customized and presented as a keynote address, 2-hour, half day, full day, and multi-day programs, based on the needs of your organization and employees.*

### **10 Soft Skills You Need to Succeed**

The meaning of Soft Skills can sometimes be difficult to describe. It can be that unique attribute or characteristic that facilitates great communication. It can be the special way that you show confidence in a challenging situation. These and other events can become more easily managed with this great workshop. Topics include: Communication, Teamwork, Problem Solving, Time Management, Attitude and Work Ethic, Adaptability/Flexibility, Self-Confidence, Ability to Learn from Criticism, Networking, and more.

#### **Assertiveness and Self Confidence**

Self-confident and assertiveness are two skills that are crucial for success in life. People who don't feel worthy, and/or don't know how to express their self-worth when communicating with others, find that their lives are more difficult and less fulfilling than others'. Assertiveness skills provide opportunities and benefits to employees in their professional and personal lives.

This Assertiveness and Self-Confidence workshop will give participants an understanding of what assertiveness and self-confidence each mean (in general and to them personally) and how to develop those feelings in their day-to-day lives. As a result, your organization will benefit by developing employees who are direct, straightforward, caring, and know how to head off conflict before it begins. It will also benefit because assertive employees are more productive, happy, and better team players than others.

#### **Assertiveness for Leaders**

Assertive leaders are those who find the communication balance that allows them to accomplish their goals and still communicate with clarity and respect. Participants in this interactive and thought-provoking program will learn a balanced approach to handle people, get things done, and communicate in a clear, calm and confident manner. Participants will gain the skills needed to leap over hurdles faced on a day to day basis to handle conflicts in a proactive and positive way.

#### **Being a Likable Boss**

Being more likeable is a quality everyone can increase and improve. Being likeable and a figure of authority is where some challenging conflicts can arise. In this workshop, participants will recognize these possible areas of conflict and develop the skills and knowledge to overcome them.

This workshop will show that honesty and trust are a leader's biggest tools in fostering better relationships with their employees. Leaders who trust their team by avoiding micromanagement, using delegation, and accepting feedback will find themselves on the right path to being a more likeable boss.

#### **Business Etiquette**

Let's face it: we've all had embarrassing etiquette gaffes, but this Business Etiquette workshop will help you look and sound your best no matter what the situation. This course examines the basics, most importantly to be considerate of others, dress/appearance, the workplace versus social situations, business meetings, proper introductions and

"the handshake", conversation skills/small talk, cultural differences affecting international business opportunities, dealing with interruptions, and proper business email and telephone etiquette.

### **Call Center Training**

Phone skills are a highly valuable tool to have in an employee's skill-set, and Call Center Training will help provide those skills. This course will help your participants improve their phone skills which will make them more confident, improve sales, and help gain new customers while retaining your current cliental. A more confident employee is also one that is happier, and happier employees will produce happier customers.

Call Center Training will lower costs as it can reduce turnover. Participants will learn the skills to improve productivity and performance. This will produce a positive environment throughout your company and help influence the organization as a whole. Evaluating metrics and coaching are also used to make sure the participants are reaching their potential, and to keep their skill-set at a high level.

### **Coaching Your Employees: The 364 Days before a Performance Appraisal**

Managing employee performance isn't something that can be done once a year. Supervisors and leaders must coach their employees daily! Participants in this informative and interactive program will identify what coaching is and is not, understand the importance of coaching in improving and maintaining performance, practice steps in coaching for success, and practice steps in coaching for improvement. Participants are recommended to take the "Performance Appraisals" workshop as a follow on to this session for a full understanding of the employee coaching and appraisal process.

### **Communication Secrets of Highly Successful People**

To be successful in life, it's essential that you can communicate your ideas and feedback, as well as be able to listen with respect and accept communication from others. The most successful people in life are those who can do both of these things with ease. They've figured out the secret of finding the balance between getting along with others and getting things done. In this fun and interactive program, participants will learn the seven keys to communication success, practice key communication skills such as word choice, nonverbal communication, listening, effective questioning techniques, assertion skills, and more.

### **Compelling Conversations: Developing your BEST Communication Style Through Your Meyers-Briggs Type**

Communication is essential in building and maintaining relationships. The compelling conversations program helps participants identify and understand their own and others' communication style based on MBTI type, better understand others' approaches to communicating, and practice their skills to communicate more effectively in any situation. This program will change the way people look at communicating at work, at home, and in their community!

### **Conquering Conflict**

Most people dread conflict situations, but the fact is, conflict is an inevitable, unavoidable, and often necessary aspect of interacting with others both at work and at home. Participants in this humorous and compelling program will learn their individual conflict style and be able to identify the style of their various coworkers. Participants will also have the opportunity to learn and practice effective conflict resolution techniques that will allow them to see conflict in a new light- as an opportunity for improvement rather than something to be dreaded and avoided.

## **Customer Complaint Handling**

One of the things customer service providers fear most is customer complaints. However, without complaints, an organization will never know what their customers want or how they can improve their service or products. Participants in this interactive program will learn the importance to themselves and the organization of effectively handling both internal and external customer complaints, identify the why customers complain- their perceptions and expectations, to keep their composure while handling a variety of complaints, to appropriately respond to common complaints, the importance of ownership in complaint resolution, and how to identify existing and potential failures in the organization's complaint handling system. Participants practice communication skills for responding to customer complaints.

## **Dealing with Difficult People**

Difficult people come in all shapes and sizes and figuring out how to handle each type can be a big challenge. Participants in this humorous and realistic program will learn to identify the most common difficult personality types, verbal and nonverbal techniques to interact effectively with difficult people, active listening skills that can help them "survive" a face-to-face or telephone conversation with a difficult person, and conflict resolution techniques to diffuse confrontational situations. Participants will practice conversations with difficult people."

## **Dress for Success**

Although many people were raised to "not judge a book by its cover," the reality is first impressions and your daily appearance do count. Participants in this interactive and thought-provoking program will learn how a professional appearance can improve credibility, leadership, and authority, to identify the basics of appropriate and inappropriate business attire for men and women, why business casual is a myth, the importance of grooming and personal appearance, essential maintenance tips for professional appearance, and key body language and vocal qualities to project a professional image.

## **Effective Business Writing (Also available are an Intermediate and Advanced Business Writing Course)**

Computers, email, and fax machines have made writers out of us all. Never before has it been more important to compose clear, accurate messages - and to compose them quickly and concisely. Participants in this hands-on, interactive program will learn the following to gain a strong foundation for better writing: Qualities of effective writing, planning before writing, how to overcome "page fright", how to format documents, how to structure strong sentences, how to choose words for maximum impact, punctuation/grammar basics, and how to edit and catch errors spell check won't catch.

## **Effective Delegation**

Many leaders and supervisors hate to delegate for a variety of reasons- from thinking they can do a better job themselves to just not wanting to take the time to explain the task. However, delegation is an essential part of leadership that benefits not only the leader, but each person to whom the leader delegates. Participants in this practical and interactive program will learn the "Rule of Delegation—Delegate in a positive way", identify what to delegate, identify when to delegate, identify to whom to delegate, understand the degrees of delegation and how to apply them appropriately to their employees, and will practice overcoming delegation objections.

## **Employee Performance Appraisals that Motivate**

Employee appraisals are often dreaded by managers and employees alike. However, an employee appraisal done well is an opportunity to set goals for the future and motivate employees to achieve their potential. Participants in this interactive, hands-on program will identify documentation needs and techniques to be used throughout the year, understand the employee appraisal timeline, learn verbal and nonverbal techniques for conducting the interview in a positive way, prepare for and conduct a performance review meeting, identify common appraisal pitfalls and how to avoid them. For longer workshops, many elements of the "Coaching Your Employees" workshop are included. For 4-hours or less, participants are recommended to take the coaching workshop to get a complete understanding of the employee feedback and appraisal process."

## **Empowering Your Employees**

To empower means to give the authority or power to do something. Empowerment helps make people stronger and more confident. Empowered employees lead to happy customers and a more successful organization! In this interactive program, leaders, supervisors, and managers will learn the steps to take to create an empowered and productive workforce. They will learn to provide effective feedback, provide on-the-job training that is effective, the importance of requiring accountability, and more.

## **Finding and Hiring Best-Fit Employees**

Many employers are frustrated to find that the seemingly stellar employee they met in the interview is not the person who shows up to work the first day of the job. Participants in this fun and interactive program will analyze the difference between behavioral and traditional interviews, identify the benefits of a structured, behavioral interview, practice developing behavioral interview questions that will help identify the "best fit" candidate, and practice conducting the three phases of a great behavioral employment interview.

## **Finding Work Life Balance**

Having a balance between work and home life can be a challenge. With this challenge come great rewards when it is done successfully. Balancing a career with home life will provide benefits in each environment. You will become healthier, mentally and physically, and you will be able to produce more career wise.

With a Work-Life Balance you will be managing your time better. Better time management will benefit all aspects of life; you will be working less and producing more. This workshop will show how to focus on the important things, set accurate and achievable goals, and communicate better with your peers at work and your family at home.

## **Growing and Cultivating Your Next Generation of Leaders**

Most organizations make the mistake of worrying about grooming new leaders when the existing leader is already transitioning out of the organization. Becoming a leader doesn't happen overnight. Taking the time to grow and cultivate your next generation of leaders must be done NOW. In this interactive and engaging program, participants will learn how to identify potential leaders in their organization, create a leadership development plan, and identify mentoring, training, and other opportunities to develop key staff members into leaders.

## **Handling Difficult Customers**

Wouldn't the world be a great place if every customer was a pleasure to deal with? We all know that is a fantasy land. So, what is the best way to handle a difficult customer? In this workshop, participants will why customers are



difficult, how to handle specific difficult situations and how to build rapport and solve problems regardless of how difficult a customer is.

By utilizing skills learned in this Handling a Difficult Customers workshop, participants will see an increase in customer service, productivity, and a decrease in unhappy customers. Participants will be provided a strong skill set including in-person and telephone techniques for addressing difficult customers and their complaints.

### **Leadership and Influence**

They say that leaders are born, not made. While it is true that some people are born leaders, some leaders are born in the midst of adversity. Often, people who have never had a leadership role will stand up and take the lead when a situation they care about requires it. A simple example is parenting. When a child arrives, many parents discover leadership abilities they never knew existed in order to guide and protect their offspring.

Once you learn the techniques of true Leadership and Influence, you will be able to build the confidence it takes to take the lead. The more experience you have acting as a genuine leader, the easier it will be for you. It is never easy to take the lead, as you will need to make decisions and face challenges, but it can become natural and rewarding.

### **Leading a Multigenerational Workforce**

There are currently five generations in the workplace, each with their own unique characteristics, needs, habits, and motivation. After completing this humorous, fun and interactive program, leaders and managers will be able to identify defining characteristics of the five workforce generations, recognize issues/situations that may be influenced by generational differences, and apply practical tips for successfully leading a multigenerational group of employees in the work place. Participants will create a strategy and practice various generation-related conflict discussions.

### **Leading Effective Meetings**

Most business people list meetings as the #1-time waster of their professional lives. In this practical and informative program, participants will analyze the need for a meeting, identify appropriate meeting participants, define pre-meeting work, formulate meeting agendas, identify meeting roles/responsibilities, analyze difficult meeting participants/situations, and identify post-meeting follow up work. Participants will conduct a mock meeting to practice meeting facilitation skills.

### **Listening Skills for Professional Effectiveness**

Listening is the most important communication skill we have, but the one that is taught, practiced, and improved the least. In this thought-provoking program, participants will learn the difference between listening and hearing, identify steps in the listening process, understand the different types of listening, identify poor listening habits, practice effective listening in role-play situations, and identify techniques for improving listening skills.

### **Managing Multiple Priorities**

Most people have more on their to do list than they can do in a week, let alone today. As a result, the ability to prioritize our activities is one of the most important things we can do to meet our goals and that of our organization. Participants in this hands-on, interactive program will identify what constitutes priority, develop criteria for priorities, understand how priority drives a person's "to do" list, understand different prioritization methods, and identify common time wasters and how to eliminate them.

## **Motivating Your Employees**

Many managers struggle with trying to motivate their employees. The problem is, you CAN'T motivate another person, you can only provide the feedback, tools, and environment that allow others to motivate themselves. Participants in this informative and interactive program will identify benefits of motivating employees, analyze motivation myths, evaluate motivation tools and techniques, identify current employee motivators, analyze current motivation methods, and practice conducting motivational discussions.

## **Networking: Building Better Business Relationships and Connections**

Networking is one of the most basic and essential skills employees should develop. However, having great networking skills is sometimes overlooked. Having a viable networking and communication skill set will benefit any organization and will lead to increased productivity and performance.

Networking is about creating and maintaining better relationships. Participants in this session will develop skills to avoid obstacles, increase communication, and build relationships that last over time. Employees who understand and embrace the aspects of networking in the workplace will grow their organization and create a more engaging environment.

## **Office Politics for Managers**

Most people have experienced some form of Office Politics during their careers. Working with different personalities, opinions, backgrounds, and values is a challenge in any environment. It is an inevitable fact that when people are working together personalities can and will clash. No one is an island, so working together as a team is incredibly important for the organization and every employee.

This workshop on Office Politics is about creating and maintaining better relationships. It is about communicating and working with your peers and colleagues in a way that is mutually beneficial. Employees who understand the positive aspects of Office Politics are better team members and end up being more successful and productive.

## **Peer Today, Boss Tomorrow-Making a Successful Transition**

Making the transition from peer to supervisor is difficult for most people. Although they're excited about their new opportunity to lead, many struggle with breaking ties with their past role and gaining the respect of their friends-turned-subordinates. Participants in this peer-based, interactive program will identify the challenges associated with transitioning from a group's peers to their supervisor, analyze common reactions of others, practice conducting transition interviews, and how to recognize and plan how to overcome pitfalls of new peer-to-boss supervisors.

## **Positive Assertiveness: Stepping Up Without Stepping on Toes**

Assertiveness is the ability to balance your own needs and goals with the needs and goals of others. Many people struggle with finding the balance and in the end, often fall to one side or the other of the assertiveness scale- being passive or aggressive. Participants in this fun and informative program will learn what assertiveness is and what it is not, learn the benefits of being assertive, identify the barriers to assertiveness, identify alternative communication styles, learn to make assertive word choices, identify and practice assertive nonverbal communication skills

## **Present like a Pro**

Most people would rather have root canal than to give a speech. Unfortunately, most professionals find they're faced with giving presentations whether they like it or not. From presenting a new product in a staff meeting to presenting

to the public or media, it's important that most business people develop presentation skill basics. Participants in this interactive and practical program will learn to plan a presentation based on their objectives, organize ideas for impact, learn surefire ways to grab an audience's attention and keep it, how to effectively close your presentation and "make the sale", selecting appropriate details and data based on the audience and objectives, how to design and use visuals (such as MS PowerPoint) effectively, practice delivering presentations with a dynamic style, and to respond to even the most difficult questions with authority and impact.

### **Retaining Your Best Employees**

As the economy improves, so do the odds that employees, especially the good ones, are looking for "greener pastures." Don't lose your best employees and incur the many costs associated with replacing them. In this informative and interactive program, leaders, supervisors, and managers will learn the seven keys to retaining their best employees.

### **SMART Goal Setting**

Are your goals really goals, or just dreams you'll never achieve? Many people have long lists of goals, but have no idea how to achieve them. In this hands-on, practical program, participants will learn what keeps people from achieving their goals, analyze why people resist setting goals, identify the elements of a SMART goal, practice writing SMART goals, practice breaking down goals into manageable mini-goals, and identify steps for staying motivated to achieve goals.

### **Supervising Others**

Supervising others can be a tough job. Between managing your own time and projects, helping your team members solve problems and complete tasks, and helping other supervisors, your day can fill up before you know it.

The Supervising Others workshop will help supervisors become more efficient and proficient, with information on delegating, managing time, setting goals and expectations (for themselves and others), providing feedback, resolving conflict, and administering discipline.

### **Surviving First Contact: Customer Service Skills for First Contact Employees**

Customer service can challenge the communication skills and patience of even the nicest people. In this fun and interactive program, participants will not only learn how to survive, but to thrive in their daily interactions with customers. Participants will identify the importance of projecting a positive, professional image, understand key customer services skills such as listening, questioning, paraphrasing, and handling objections, and will practice a 5-step problem-solving conversation that can be applied to any customer problem or complaint.

### **Telephone Skills for Professionals**

The way your employees answer the phone is often the first impression your customers have of your organization. To make that impression and excellent one, it's important that anyone who picks up the phone in your organization knows how to properly interact with others on the phone. Participants in this hands-on program will learn the proper way to answer, transfer and end telephone calls, to manage voicemail to make the best use of time and technology, understand the importance of vocal qualities in sending the ""right"" message to callers, to help callers get to the ""right"" person when they cannot help the caller, to leave effective messages that get results in one call, how to start a conversation that will get them to the correct person every time, and other basic tips and techniques of telephone etiquette and making the most of time on the phone.

## **Time Management and Personal Productivity**

Time Management is a myth. The only thing you can manage about time is how you use it. Participants in this practical, just-in-time program will analyze work habits, learn tips and techniques for eliminating inefficient behaviors and time wasters, practice assessing workflows and processes to reduce wasted time, and identify more productive ways of getting the job done without sacrificing quality or customer service.

## **The New Manager/Supervisor \*\***

Many new managers and supervisors are selected for leadership positions based on longevity and job performance. Unfortunately, a person's tenure with your organization and their technical skills do not prepare them for a management or supervisory position. To be successful, new managers and supervisors need to learn how to lead, motivate, provide feedback, and communicate effectively with their employees. Participants in this interactive program will learn the role of manager/supervisor, understand employee performance management, identify challenges of employee management, practice performance management discussions, understand the importance of effective communication, identify communication barriers and how to overcome them, identify leadership styles and how to match them to situations, know the requirements and importance of 365 day coaching, define employee motivation and identify the manager's role in motivation, and understand the types and importance of delegation.

*\*\* For a more in-depth supervisor training program, consider our New Supervisor Academy (see p. 3-4)*

## **Understanding and Motivating Millennials**

According to Forbes Magazine, there are an estimated 80 million young Americans who belong to the so-called millennial generation, roughly ages 18 to 35. By 2020, millennials will be nearly half of all workers. While millennials are the most educated and culturally diverse of any generation before them, they also have a reputation as entitled job-hoppers who dislike bureaucracy and distrust traditional hierarchies. So how do you understand and motivate these workers as a leader of a government organization? In this entertaining and informative program, participants will learn what motivates this generation of workers, how to keep them engaged, how to earn their trust, and how to get the most out of them, even if they're not with your organization for the long haul.

## **Writing Effective Emails: How to Write Emails That Motivate People to Read and Respond**

Most business people receive hundreds of emails a day and only actually open a fraction of them. If you want to write emails that get people's attention and get a response, you need to take a strategic approach to writing them. Participants in this informative and practical program will learn the importance of an effective subject line, identify elements that grab reader attention, identify formatting elements that enhance comprehension, practice writing well-organized, professional-sounding messages, identify steps to customizing the message, apply design techniques for those who skim instead of reading, identify do's and don'ts for crafting effective emails.

## **Women in Leadership**

Women are fulfilling more and more leadership roles as we move into the future. However, opportunities for women to learn to be effective leaders are often limited. This workshop touches on understanding the leadership gap, vital leadership traits, and how to overcome various barriers. In this Women in Leadership workshop, participants will learn how women are changing the workforce, will gain a new perspective on the workforce, and what benefits can come from hiring and promoting women to higher positions. Participants who have never had a leadership role will learn now to stand up and take the lead when a situation they care about requires it. They'll also be able to recognize these events and grab the reins with more confidence.