

STEVEN GAFFNEY COMPANY PRESENTS....

GETTING TO THE HONEST TRUTH COMMUNICATION SEMINAR

AUGUST 28, 2013 - TYSONS CORNER, VIRGINIA

LEARN HOW TO GET THE UNSAID SAID, The Most Important Communication Strategy To Boost Teamwork, Increase Trust, Build Remarkable Relationships, And Get Things Done!

This highly engaging and interactive seminar is delivered by **Steven Gaffney** and based on his popular selling books, *Just Be Honest* and *Honesty Works*. Honesty is still not only the best policy, but it is the easiest and most effective way to communicate when it comes to resolving conflicts and producing results. A key problem within organizations and between individuals is not what people **ARE** saying, but it's what they are **NOT** saying to each other. How much of your organization's productivity, efficiency, and collaboration is affected due to unspoken communication? How much time and money is costing your organization due to not having honest and open dialogues?

In this session with Steven Gaffney, participants will be challenged to open up and engage in open discussions and exercises as well as applying the Gaffney Guiding Principles for honest communication to help improve relationships, build trust, and make work and life easier.

"Steven's positive attitude and delivery style in his seminars allows him to be able to reach people who I thought were alone on an island, never to be saved. His approach is fantastic!"

—**Kathy Kerchner**
V.P., Finance & Business Operations
Lockheed Martin Electronic Systems

Date: Wednesday, August 28, 2013

Time: 8:30AM-4:30PM

Location: Best Western
8401 Westpark Drive
McLean, VA 22102

Tuition: \$995 per person

Tuition includes the following:

- Session handouts and materials
- Gaffney Communication Guiding Principles Poster
- *Just Be Honest* Book
- Daily Communication Perpetual Calendar
- Catered lunch, snacks, and refreshments
- 30 days of unlimited mentoring and coaching following the session.

Possible outcomes and key deliverables for participants are:

- How to get others to tell the truth
- How to have an honest breakthrough conversation with anyone
- How to eliminate fear so that people are honest and open with you
- How to open lines of communication and convey crystal clear messages
- How to create an environment where honest communication is a non-negotiable
- How to prevent misunderstandings by using Notice vs. Imagine technique
- How to share ideas, information, opportunities, and solutions without hesitation
- How to receive and give honest feedback
- How to reduce defensiveness
- How to correctly evaluate familiar and unfamiliar situations
- How to handle others whose negativity undermines initiatives
- How to manage expectations
- How to increase accountability and get things done efficiently
- How to prevent repetitive and unproductive conversations that waste time and money
- How to build trust with anyone
- How to recognize and resolve small issues before they become gigantic problems
- How to avoid being blindsided by eliciting open communication
- How to prevent close-minded thinking

Existing clients and group discounts are available. Please contact us at (703) 241-7796 for more details.

SPACE IS LIMITED. REGISTER NOW!

Here is what past participants shared:

"I highly recommend Steven's "Notice vs. Imagine" session both personally and professionally...it was elegant in its simplicity but contained extremely powerful principles. The session was received very well by both our executive and senior leadership teams. I have never seen these groups take such detailed notes! In addition...I was very pleased with this session because it was as equally applicable to my personal life as it was in the workplace. I shared the concepts not only professionally, but also with my family because the insights were so profound."

— **Dr. Bruce Burton, Deputy to the President, L-3 STRATIS**

"Steven's work helps to bring a dynamic transformation of culture to an organization- he brings a fresh perspective to an industry that has been locked into what it's been doing for a long time. After the first seminar I attended, I hired Steven to work with one of our business units and that business unit is now one of the highest performing businesses in the company. I attribute some of that to the training and the mindset he helped us gain. After his work with us, people not only communicated better, but the way they treated each other improved. There was less stress in dialogues between our extended leadership and some of the overall dysfunction between the leaders and their teams was removed. My team thanked us for bringing Steven in, and recognized the investment we had made in the company by doing so."

— **Chris Reil, Cobham**

"I immediately used the newly learned strategies for difficult conversations on a pretty important meeting that I was leading the very next day. I highlighted items of concern as well as rewarded benefits to my co-workers in a way that immediately connected with them. The great thing was that after the meeting ended - on a positive note appreciating everyone's particular contribution - I received a positive feedback from my Sr. VP!"

— **Diana Scott, Communications Engineer, INTELSAT**

"The seminar that I attended with Steven Gaffney called "Getting to the Honest Truth: Improving Leadership, Communication and Teamwork.", was the best one I have been to in outlining the way to deal with problems in the workplace and dealing with them. I cannot answer for the entire organization, but I can for myself. It has made me aware to step back and listen to the employees and try to get a thorough understanding of their issues."

— **V. Williams, Noble Energy Inc.**

"Usually when you think of communication, you think of the typical communication and listening skills, but what Steven presented to us was something so much better and so much more than that. Within two hours, he was able to show us where the most essential barriers of communication are and how to take them down quickly so it can immediately impact our business growth and bottom line. With Steven's energetic and engaging approach, this session was one of the most, well-attended sessions we've ever had. The results and feedback from the participants well-exceeded our expectations!"

— **Joan Steltman, VP Enterprise Advancement, Lake Forest Graduate School**

"Mr. Gaffney, let me start by saying that I really enjoyed your session in Albany, GA. I was reluctant at first, but your examples hit home with me and I could immediately relate to a few current and past situations in my life. I have discussed the training with my wife, two daughters (17 and 22), and my brother. I first covered notice and imagine and pointed out that people we have problems with are typically thrust into the negative aspect of imagine. We discussed trying to assume good intent from these people instead of bad intent. I also told them about approaching a situation from the standpoint that we don't know all of the facts and that our thoughts and opinions about a topic are not always correct. The discussions were well received and I look forward to passing this knowledge along and using it in my life. Thanks again for class."

— **Roger C. Wood, United States Marine Corps Systems Command**

"Steven, after your session that I attended. I went home over the weekend and shared what I learned in that session. All my brothers, sisters, Mother and Father were present in the room. We performed the notice and imagine exercise. Everyone in the room realized that we imagine more than we notice and also that majority of the time we are more confident in our imagination than the noticing. To make a long story short, the truth came out in many different shapes and forms. Our imaginations formed our actions in how we treated each other. Now that we all know the truth we were able to make changes and communicate effectively to get along and understand each other better. Thank you for coming! I know you were truly a blessing and the beginning of change in many people's lives. For me personally, the session motivated me to do a self-evaluation and realize I am not an effective communicator and maybe that's why I don't get the results in my life that I would like to have in my relationships with others."

— **LCpl Candice Clark, United States Marine Corps Systems Command**

"I have attended many seminars over the last 10 years and Steven's approach as well as the way he presents his material is the best I have ever seen. His real to life examples are engaging and extremely thought provoking, and our entire team couldn't wait to apply his open and honest communication techniques. We're a better organization and team because of Steven's seminar. He really produces results!"

— **Doug Daniels, VP, SAIC**

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Registration Form

Name of Person Attending _____

Company _____ Job Title _____

Address _____

City _____ State _____ Zip _____ Country _____

Telephone _____ Email _____

Billing Information *(if different from above):*

Name _____ Company _____

Address _____

City _____ State _____ Zip _____ Country _____

Telephone _____ Email _____

Payment (circle one): Visa Mastercard American Express

Credit Card # _____ Exp. _____ Sec. Code _____

Cost per person _____ (\$995 non-client/\$895 existing client)

(Group discounts are available. Please contact us at 703-241-7796 for more details).

Cardholder's Signature _____

Please fax your registration form to 703-241-7799 or email info@stevengaffney.com.
www.stevengaffney.com