

THE Communications DOCTOR™



CAREER-BOOSTING
BOTTOM-LINE ENHANCING
RESULTS-PRODUCING

COMMUNICATIONS
WORKSHOPS
& KEYNOTE
PRESENTATIONS



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NEED MORE INFORMATION OR A
CUSTOMIZED ON-SITE WORKSHOP?
WE'RE HERE TO HELP!

919.933.3237

Gaddis@CommunicationsDoctor.com

WWW.COMMUNICATIONSDOCTOR.COM

Professional Communications Training Since 1989



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Training, development and education are important to an individual's growth and your organization's success. Engaged, motivated and trained employees are committed to achieving both personal and organizational goals. Positive employee morale and satisfaction lead to better performance, higher productivity and reduced employee turnover. The Communications Doctor understands the challenges organizations face today. Whether you want 5 or 5,000 employees trained, one of our on-site training and development solutions will meet your needs.

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THE *Communications* DOCTOR™ IS YOUR PERFECT ON-SITE TRAINING SOLUTION!

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MEET SUSANNE

AUDIENCES LOVE *Susanne's*
DYNAMIC, ENGAGING PRESCRIPTIONS
FOR EFFECTIVE *Communication*



MEET SUSANNE GADDIS PHD, CSP, CEO

INSPIRATIONAL KEYNOTE SPEAKER, EXECUTIVE COACH & AUTHOR

The truth is there's a lot of UNHEALTHY INTERACTIONS in today's round-the-clock world.

With humor, engaging strategies, empowering communication tools and a straight-forward, connective style, **DR. SUSANNE GADDIS, PHD, CSP, CEO** of The Communications Doctor has just what the doctor ordered.

For more than 25 years, Dr. Susanne Gaddis has inspired hundreds of thousands of audience members to create stronger, healthier relationships and to fuel positive momentum in their lives, both personally and professionally.

A **recognized interpersonal communications expert**, with a PhD in Communications and Information Technology from The Florida State University, Susanne has appeared on nationally syndicated radio, TV and video programming and has authored ebooks and articles appearing in: Training and Development Journal, The Whole American Nurse, Shape magazine, The Handbook of Public Relations, Corporate Meeting Planner, Quick and Simple magazine, Entrepreneur.com and on Microsoft's Small Business Online.

Current clients, benefiting from Susanne's action-focused, solution-oriented tips, and techniques include many Fortune 500 companies, associations and organizations including NASA Johnson Space Center, the EPA, The American Nurses Association, the US Army, Oracle, SAS, Blue Cross & Blue Shield, Shell Oil and Bayer Corporation.



Susanne GADDIS, PHD, CSP, CEO IS A CERTIFIED SPEAKING PROFESSIONAL. The CSP designation is the most sought-after and visible measure of professionalism in the speaking business. Awarded by the National Speakers Association, the CSP designation is held by less than 650 professional speakers worldwide.

“The feedback forms were some of the best I've seen in my years at NASA Johnson Space Center. You received top ratings across the board. Your unique teaching style and dynamic interaction brought a breath of fresh air to NASA's training program.”

STEPHEN WIGGINS

Human Resources, NASA Johnson Space Center

GET YOUR IDEAS NOTICED. PRESENT WITH CLARITY AND CONFIDENCE.

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EGO BOOSTERS vs. EGO BUSTERS

HOW TO CREATE A CULTURE OF COMMUNICATIONS EXCELLENCE

Behavior. Words. Actions. Attitudes. All can POSITIVELY affect or NEGATIVELY infect your organization. This exciting and interactive “wellness check” is designed to improve the way you communicate. You will learn how to diagnose and treat common communication breakdowns, and to motivate and inspire the people you work with every day.

LEARNING OBJECTIVES

In this dynamic, interactive presentation you'll learn how to:

- Ignite POSITIVE communication with 50 power-packed phrases
- Rid your vocabulary of 50 morale-crushing phrases
- Write and deliver 3-step feedback
- Power up your productivity with action-centric communication
- Create an explosion of energy in your organization
- Foster support and a top-tiered cooperation level
- Distinguish between 4 distinct communication styles
- Listen in layers, using both verbal and non-verbal communication skills
- Significantly reduce stress with creative communication
- Fine-tune your emotional vocabulary
- Fuel a culture of cohesive camaraderie by kicking toxic gossip to the curb

Little things can and do make a BIG difference. Communications Keynote Speaker Susanne Gaddis, PhD, CSP and CEO of The Communications Doctor shares techniques, strategies and solutions that will have your group laughing, learning and committed to creating a culture of excellence in your organization. Invite her to speak with your group today.

Motivational Keynote Speaker and CEO of The Communications Doctor, DR. SUSANNE GADDIS, PHD, CSP, CEO is an internationally-known interpersonal communications expert. With hands-on, results-producing strategies, tools, mindsets and solutions – she delivers game-changing programs that will have your audiences raving and adopting positive change for years to come!

BOOST YOUR TEAM'S PRODUCTIVITY AND MORALE

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LEADERSHIP 'MUST-HAVE' SKILLS FOR MANAGERS AND SUPERVISORS

COMMUNICATION STRATEGIES FOR TODAY'S LEADERS

Lead and others will follow. The question is; will that be in a POSITIVE or NEGATIVE way? In today's remarkably diverse workplace, there has never been a more important time for leaders to carefully and conscientiously choose their communications approach – verbally and non-verbally. All eyes are upon you to direct your organization toward elevated success and productivity. How well will you handle that?

In this powerful, insight-fueled, game-changing interactive experience, communications expert Dr. Susanne Gaddis shares the tips, tools, and strategies you need to deliver empowered feedback, constructive criticism, and create a cohesive, cooperative and creative team.

LEARNING OBJECTIVES

In this dynamic, interactive presentation you'll learn how to:

- Target which team members need more feedback than others
- Create a culture of collaborative and constructive dialogue
- Accelerate performance by delivering effective feedback
- Decipher which words to use and which to lose to accelerate your effectiveness as a leader and role model
- Use powerful clarifying statements to ensure clear understanding
- Use "reflective listening" skills so others know they are HEARD
- Build healthy, empowered, and positive relationships in the workplace
- Understand the 10 reasons why people don't share feedback (and what to do next)
- Re-engage and re-energize your listener
- Create a cohesive and engaged team within your organization

Are you ready to be the kind of leaders others can't WAIT to follow and model? Invite Dr. Susanne Gaddis in for your next leadership retreat or event to inspire, motivate, entertain and most importantly, leave your team with the “must have” skills and insights for taking your organization to the next level – and beyond!

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SHARPEN YOUR LEADERSHIP SKILLS AND INSPIRE COMMITMENT, TEAMWORK AND COOPERATION

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COMMUNICATE YOUR WAY THROUGH CHANGE

AND WHY IT DOESN'T HAVE TO BE AS HARD AS WE MAKE IT!

Ever notice how some people breeze through change while others are stopped in their tracks? Which person are you? The “dive-in-and-make-it-work” kind or the “stop-the-world-I-want-to-get-off” kind? There's no way around change in our lightning-fast, super-connected, technology-fueled world. So, finding the means to successfully navigate the little curveballs that life throws your way is no longer a “should-do” – it's a MUST Do.

In this impassioned, fun, insight-packed presentation, communications expert and interpersonal skills coach Dr. Susanne Gaddis delivers the skills, tools, and mindset altering techniques to guide you toward adapting to change with an ease, speed and humor that you never even thought possible.

LEARNING OBJECTIVES

In this dynamic, interactive presentation you'll learn how to:

- Expertly infuse new ideas into existing team cultures
- Eliminate irrational, track-stopping beliefs and maintain focus
- Overcome momentum-blocking procrastination and avoidance behavior
- Use empowering words and lose debilitating words during times of change
- Navigate common change-induced emotions and keep your sense of humor
- Avoid fight-or-flight reflexes that create chaos and inhibit progress
- Get people to want to listen to you
- Deploy proven, timeless, results-producing models to manage change
- Survive and thrive while undergoing massive organizational change

Change is a part of everyday life. From the easy-to-implement to the life-altering. How you adapt, adopt, navigate, and manage that change has EVERYTHING to do with your success, comfort, health, wealth, and happiness. Sound like a lot of pressure? Keynote Speaker and change expert Dr. Susanne Gaddis shares with you how to handle it all like a pro and even make it look easy! Book her today to teach your team how!

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DISCOVER SKILLS AND INSIGHTS TO TACKLE CHANGE HEAD-ON

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CHANGE YOUR **ATTITUDE**, CHANGE YOUR **LIFE**

HOW TO CREATE A POWERFUL AND POSITIVE TRANSFORMATION

Attitude – they say – is EVERYTHING. There’s a lot of truth to that. Formed by our thought patterns, perceptions, and emotions--attitudes affect how we relate to the people in our lives. Family. Friends. Colleagues. Customers. EVERYONE. So, making sure your attitude is healthy, happy and positive is the very foundation for a better life. This interactive and insightful keynote will provide you and your team with the tools and strategies that matter the most, to get in touch with various aspects of your inner self. By applying these transformational techniques, you can change your attitude and change your life.

LEARNING OBJECTIVES

In this dynamic, interactive presentation you'll learn how to:

- Recognize and change incapacitating, negative self-talk
- Recognize healthy and HELPFUL emotions vs. draining and DEBILITATING ones
- Keep negative perceptions and emotions in check
- Use “charitable attributions” to release unnecessary judgments
- Set self-communication goals
- Control excessive worry
- Inspire self-confidence and creativity
- Accelerate your performance through affirmation and visualization
- Master methods to create healthy, happy self-esteem

We’re given one life. It’s up to us to make the absolute most of it. Interpersonal relationship expert Dr. Susanne Gaddis passionately shares strategies and mindsets that encourage individuals to transform the way they think and live. Invite her to speak for your organization today.

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CURB NEGATIVE ATTITUDES AND BEHAVIORS AT WORK

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MASTER YOUR **MOMENTS**, MASTER YOUR **LIFE**

HOW TO MAKE THE MOST OF EVERY MOMENT

Did you know that you have 20,000 unique moments a day? Psychologists tell us that a moment lasts from 1-3 seconds. Did you know that the only moments that become YOUR memories are those PACKED with EMOTION? Living an extraordinary and memorable life doesn't happen by chance... it happens by CHOICE.

In this powerfully moving, life-affirming keynote, Dr. Susanne Gaddis shares insights and strategies that will potentially change you to your CORE. If you're ready to attract and build healthy relationships, fuel positive energy, and succeed at unbounded levels, then you won't want to miss this empowering presentation.

LEARNING OBJECTIVES

In this exhilarating program you will learn how to:

- Create "emotional wealth" through discovering "20,000 bankable" moments per day
- Steer clear of "Energy Zappers" - those who create downward emotional spirals
- Unleash the power of harmonious connectivity
- Create a life where you flourish, not flounder
- Manage your energy for a limitless life
- Recognize, master and celebrate your strengths
- Weave the "Four Tenets Of Happiness" into your life
- Proactively channel adversity into positive growth
- Create profound inner peace by mastering the act of forgiveness
- Transform limiting self-perceptions to generate a renewed enthusiasm for your life

What is true power? It's living in the moment. It's living right now. Cast off limits. Savor every moment. Become the master of your OWN life. If ever there was a time to infuse your spirit with powerful affirmation and to create unlimited potential for health, wealth, love and joy – it's NOW. Invite Dr. Susanne Gaddis to share this remarkable experience with your audience today. The results will be life-changing.

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BOOK THIS INSPIRATIONAL, LIFE-CHANGING PROGRAM FOR YOUR TEAM TODAY

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ALL STRESSED-UP AND NOWHERE TO GO

A STRENGTHS-BASED APPROACH TO THRIVING PERSONALLY AND PROFESSIONALLY

While our round-the-clock, full-tilt world creates the ideal petri dish for stress, it can also foster another dynamic human quality: RESILIENCE. The CHOICE to bounce back is ours – but it's not always that easy. That's why this engaging, comprehensive stress-busting keynote is one of Dr. Gaddis's most popular topics. Want to give your next audience the timeless tools and solid strategies it takes to kick stress to the curb? How about helping them bring their lives back into balance and finally get a handle on the emotions that leave them over-the-top anxious and down-for-the-count unproductive? Then this is the perfect topic for you.

LEARNING OBJECTIVES

During this Stress-Busting, Energy-Boosting presentation you'll learn how to:

- Adopt the personal qualities known to ramp up RESILIENCE
- Eliminate the type of stress that chokes performance, productivity, and morale
- Tackle tough personal and professional stressors that block the ability to cope
- Discern between post-traumatic stress and post-traumatic growth
- Positively ACT rather than REACT when life (and people) toss you curveballs
- Master relaxation strategies and breathing techniques to create calm
- Fearlessly LET GO of the PAST
- Conquer harmful habits and embrace healthy ones to send stress packing
- Accept responsibility without regret and effectively manage feelings
- Ask for and get the help you need
- Unlock your personal priorities and discover your strengths

Stress doesn't have to be the dominant factor in life, business, or relationships. Life is far too precious for that. That's why Communications Keynote Speaker and expert Dr. Susanne Gaddis is passionate about sharing the techniques, strategies and mindsets that foster RESILIENCE, joy, balance, and productivity. Invite her to help your team adopt the tools that will send stress packing and empower them to live healthier, happier and more fulfilled lives. Now that's a prescription for success!

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KEEP YOUR COOL AND COMMUNICATE UNDER PRESSURE

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CONNECTIVITY AND COMMUNICATION

HOW TO USE VERBAL AND NON-VERBAL SKILLS TO CONNECT ON A HIGHER LEVEL

Fact: We communicate every moment we interact with others in a thousand different ways we don't even realize. "It's written all over your face!" "I can't hear what you're saying because your actions are screaming at me." "Did you even hear a word I said?" MIS-communication runs rampant when we're not in tune with how we connect with those around us. Did you know that poor communication skills can lead to mistakes and problems that can cost organizations more than \$1 billion a day? Or that 70-90% of everything we communicate is NON-verbal?

The remedy? A dynamic, fun, interactive keynote which arms audience members with the insights, tools, and eye-opening strategies needed to positively CONNECT... to work TOGETHER... find COMMON GROUND... to LEAD more effectively... and to PRODUCE on a higher level. And build relationships that are positively out of this world.

LEARNING OBJECTIVES

During this Stress-busting, Energy-boosting presentation you'll learn how to:

- Listen in layers (and what that means for your future)
- Master verbal and non-verbal communication skills to keep people talking
- Unlock the hidden meanings in the word choices of those around you
- Discover if the person you're talking to is checked IN or checked OUT
- Effectively respond to INTENSE emotional expression
- Skillfully use direct and indirect feedback
- Deploy Master Communicator tools when a person is on "negative repeat"
- Use Para-Language Cues to power-up your active listening skills
- Engage rapport-building Mirroring and Echoing techniques
- Project confidence and credibility
- Powerfully neutralize potentially volatile situations
- Channel your inner detective and understand micro-expressions and how they reveal hidden emotion

Positive and powerful connectivity with the people in our lives, personally and professionally, is a foundation BUILDER or BREAKER. For the best possible springboard for long-lasting, mutually beneficial, strength-fortifying relationships book Dr. Susanne Gaddis today to share this topic with your team. What they'll learn will not just change the way they do business. It will impact their lives forever.

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IMPROVE THE WAY YOUR ORGANIZATION COMMUNICATES WITH PRACTICAL IDEAS THAT REALLY WORK

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POWERFUL PRESENTATION SKILLS

MASTERING THE 'STAGE' AND CREATING CONNECTION

In today's hyper-connected, information-driven world, having the ability to deliver **OUTSTANDING, PERSUASIVE and MEMORABLE PRESENTATIONS** is **CRITICAL** to your success. Whether delivering a presentation to one or to thousands, the skills that you'll learn in this highly-interactive and participatory course will result in instant ROI.

Afraid of public speaking? Not to worry. Although it ranks a whopping fourth on the top 100 list of human phobias (behind snakes, heights, and flying), it is a fear worth overcoming and a skill worth fine-tuning for anyone eager to empower and lead in our full-tilt communicative society. Attend this workshop and you will gain these skills and much more. Master these, and you're in the driver's seat; from the stage to the boardroom, with your team and among your peers. You can and will become an exceptional presenter.

If that sounds like the kind of leader you're eager to be, join professional speaker and presentation skills coach, Dr. Susanne Gaddis for this fast-paced, dynamic and insightful workshop.

LEARNING OBJECTIVES

In this engaging, interactive workshop, you'll learn how to:

- Set yourself up to WIN with the RIGHT introduction and opening
- Skillfully integrate your message with your client's to CAPTIVATE every audience
- Take your content from WORN OUT to WOW!
- Deliver seamless presentations with SIZZLE
- Get people to want to listen to you
- Create energy and command presence with just your voice and movement
- Tap into top techniques the pros use to establish rapport and credibility
- Identify and steer clear of the top 10 biggest presenter mistakes
- Get your audience involved and engaged every step of the way
- Master specific techniques to create a two-way dialogue with ANY audience
- Present less . . . and understand why 30% less is usually more
- Make statistics stick
- Connect with your audience through personal stories and anecdotes
- Handle hecklers and tough questions while keeping your cool
- Ask for what you want and close with passion

Delivered in one-day or two-day workshop formats, Dr. Susanne Gaddis takes participants through the presentation skills you need to become an inspired and effective presenter. With her straight-forward, passionate and approachable style you'll find yourself conquering fears and creating a commanding and empowered presence – with a confidence like you've never known. Invite Dr. Gaddis in today and put yourself in the driver's seat towards becoming a great presenter.

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