

Business Communication Classes

Our business communication classes fill needed niches to meet your training and company goals.

Perfecting these directed soft skills leads to success in your career, on the job, and ultimately for your company. You gain pointed skills and results from our business communication classes.

Of course, we can customize them to meet your specific needs.

Classroom instruction, practice, and individualized learning.

One year of direct support.



YOU ARE INVITED TO LEARN: Enhance your business and interpersonal communication; strengthen your skills; succeed.

THE SOLARI CLASSROOM

WHAT SETS SOLARI APART

In a respectful learning environment, we seek to create a calm atmosphere that fosters personal innovation and learning.

Outcomes Focus on Your Specific Goals

We apply adult-learning principles, deliver effective content, and engage your experiences and knowledge in an independent learning environment. Practical, relevant, organized, and clearly defined classes enable you to achieve your professional goals and those of your company.

Your Responses to an Enrollment Questionnaire Customize Your Class

Before class, every participant completes an enrollment questionnaire about your specific needs and expertise, and your work environment. Your detailed responses enable us to tailor the class to meet your specific goals.

Class Materials Relate Directly to Your Work

When presenting the class's concepts and skills, we connect them directly to your current and foreseeable future needs. That way, after the class, you can immediately apply your new skills where it matters most—to complete real-life tasks and solve real-life problems.

Follow-up Consultation and Reinforcement on Your Progress

Transferring your new skills to a work-related project reinforces learning and leads to new discoveries. Work on a project that best suits your needs. We identify successes, analyze problems, answer questions, assess progress, and discuss ways to improve.

Your Solari Instructor is a Certified, Experienced Teacher

The best information in the world is of limited value if it can't be effectively taught. Your Solari instructor—Rich Maggiani—is a certified teacher, experienced in the classroom, and trained in the fine art of teaching adults. After all, it's about your learning.

WHO SHOULD ATTEND

All business professionals—executives, managers, professionals, sales & marketing, and technical personnel—whose communication skills are vital to their jobs, and to their success.

SOLARI BUSINESS COMMUNICATION CLASSES

Are You Listening?

There are those who listen, and those who are waiting to talk. Learn to take business relationships to a higher level by truly listening, transcending the words and gaining deeper insight. Become that rare person: the exceptional listener. Exceptional listeners save time; save money; reduce mistakes; and create stronger relationships with colleagues, prospects, and customers. Should you be listening better?

Communication Skills for CSRs

Your customer service reps perform the most important job: communicating directly with customers. That communication is vital to your continued success. This class gives CSRs the confidence to do their jobs every day, every customer; and to develop superior communication skills. It focuses on building solid relationships through comprehensive customer communication methods, professional behavior, and enhanced people skills. Managers can use the class as a baseline for reviewing and evaluating CSR performance.

Rediscover Your Inherent Skills

Each of us possesses abilities that flow easily and effortlessly, our inherent skills. Productivity soars when we apply these skills. Over time, however, we tend to replace them with learned skills. Oftentimes, these learned skills present a struggle and divert attention from paths that are most enjoyable, rewarding, and productive. Through the story of a professional sabbatical and identifying exercises, rediscover your inherent skills and apply them every day. Emerge with renewed vision, renewed focus, and renewed excitement. Access and apply your natural abilities, and greatly benefit your company.

SOLARI COMMUNICATION TRILOGY

Presenting with Poise

Convey your message to your audience, clearly, succinctly, and effectively. Learn to move through the three phases of speaker transitions so that you can focus on the most important aspect of any presentation: engaging your audience and giving them the information they need. Learn how to define and deliver the main idea that most benefits your audience through a smooth flow of information. Deliver presentations that people leave fulfilled. Presenting with poise engages your audience and leads directly to success.

Writing for Results

Write to influence your reader, and achieve the results you desire. To do this: identify your audience; outline what you want to tell them; and articulate what you want them to do. This comprehensive class breaks the writing process into three manageable steps, with the main focus on planning your writing, identifying your goals, and specifying how your audience can enable you to attain that goal. To do this effectively, you must identify what most influences and motivates your audience to act. Plan your writing and you will succeed.

Are You Listening?

See the class description above.

ABOUT THE SOLARI CLASSROOM

At Solari Communication, we make the complicated simple. We specialize in helping you capitalize on the often overlooked yet vital role that simple, clear communication plays in the success of your company. Toward that goal, all of our communication classes focus on helping you communicate more clearly and establish deeper relationships with your colleagues, clients, and prospects. Your participation is an investment. We strive to ensure that you and your company achieve the greatest return on that investment.

SOLARI'S THREE-TIERED APPROACH

Our three-tiered approach ensures a solid foundation for understanding, learning, and practicing the skills presented in each class. Each tier builds on the previous one to gain a firm grasp on concepts and skills so you can transfer these skills on the job. Your responses to an enrollment questionnaire taken prior to class allow us to tailor the contents to meet your specific goals.

1 Learn Concepts

Gain a Thorough Understanding of the Principles

We begin by explaining the concepts behind the communication skills—the why. Through a mixture of presentations, discussions, and examples (using relevant stories), you gain a solid understanding of the communication skills you are learning. In this way, these concepts become relevant to your specific circumstances.

2 Practice Skills

Learn and Practice in a Controlled Environment

Integrated with these concepts, we explain how best to learn and use these new skills. We conduct classroom activities where you practice these new skills with other members of the class in a controlled, yet independent learning environment. We monitor these activities and provide constructive comments, giving you the opportunity to learn from mistakes and to hone these skills. We encourage you to ask questions and discuss the activities. This dialog deepens your understanding and your ability to apply the skills on the job.

3 Transfer Training

Reinforce your Skills with Individualized Instruction

Learn by doing. You continue to practice and reinforce your new skills by applying them to a project of immediate relevance. We help you identify a project where your new communication skills are necessary, establishing a framework for perfecting these skills. As a result, you gain a thorough grasp on these skills and transfer them to your job.

Throughout your project, we discuss your progress, advise you, and recommend ways to improve. This interaction reinforces what you learn and enables you to successfully meet future challenges. After taking the class, you can contact us and receive a timely response regarding any topic from the class.

CLASSROOM FEES

All Solari classes are one or more full-day sessions of classroom instruction combined with individualized attention. Fees are \$2,500 per day for ten learners (\$250/person/day). Multiple classes are discounted. Individualized instruction is included in the fees; printed classroom materials are additional. Please contact us with your requirements or complete the Class Information Request form for more information and to schedule classes.

CLASSROOM SCHEDULE

Your class contact includes one or more days of classroom and individualized instruction.

Full-day Sessions of Classroom Instruction

You receive one or more days of instructor-led classroom instruction which enables you to gain the most from each class. Class size is generally limited to ten. This small class size facilitates a more personal instructor-to-learner relationship, thus increasing your opportunity to learn, practice, perfect, and transfer concepts and skills.

Half Day Optional Session of Individualized Instruction

Following any class session, each participant can participate in an optional half day of individualized assessment and instruction. Your Solari instructor spends time with each participant discussing how well the learner has implemented the skills attained in the class. Your instructor evaluates performance, reinforces key concepts, gives pointed commentary on your progress, and provides a concise summary of your progress—something you can use to build on. This individualize attention enables you to apply skills to a specific work-related project, then obtain direct analysis of your progress.

On-site Classes Help Maintain Relevancy

Rather than incurring the expense and inconvenience of travel costs and time away from the office, we can conduct classes on-site or in your immediate locale. You learn in a comfortable, familiar environment, investing time in learning and applying new skills that can enhance you and your company. On-site learning has the effect of encouraging participants to perceive the relevancy of their new skills to their real work world.

Are You Listening?

Effective listening engages your ears and mind,
hears the words, and understands them.

True listening employs your eyes and heart,
transcends the words, and gains insight.

Taken together, effective listening and true listening
enhance your relationships.

**One day of classroom instruction, practice,
and individualized learning.**

One year of direct support.



YOU ARE INVITED TO LEARN: Listening benefits
Listening behaviors
Listening skills

Take a listening inventory.
Discover barriers to listening.
Practice. Perfect your skills.

ABOUT Are You Listening?

There are those who listen, and those who are waiting to talk.

In all communication, listening is your highest duty, and yet many times, we are simply waiting our turn to talk. Are You Listening enables you to listen better, more attentively; to hear the words, understand them, and effectively respond to them. Using your ears and mind forms the basis for effective listening. You learn these skills and how to use them to become an effective listener.

Are You Listening, however, goes further. You also learn to transcend the words: to see and feel the words, to “read between the lines”, to gain a broader understanding of the words and the person saying them. Using your eyes and heart forms the basis for true listening, that which goes beyond the words to understand the emotion and motivation behind them. With true listening, you gain a thorough understanding of the message and its intent. Taken together, effective listening and true listening enhance your relationships.

CLASSROOM TOPICS

Through story telling, interactive lectures (discussions, really), role playing, and supervised practice, you learn the skills necessary to become an exceptional listener.

Learning to Listen

Understand why learning to listen is one of the most important skills that you can employ. Listening forms the foundation of all communication, for without it, words are simply empty sounds. Listening is a skill rarely practiced at a deep level. Learn how you can travel into this unfamiliar territory and make true listening a habit.

The Benefits of Listening

Most of the time, listening is at a rudimentary level—just enough to carry on a conversation or to get the gist of a message. When someone truly listens, it often comes as a surprise. True listening brings people closer together. When people are closer, they elaborate; and you gain valuable insight. We discuss the many benefits of listening and how you can enjoy them.

Taking a Listening Inventory

Before class, you assess your listening inventory, helping better pinpoint the kind of listener you are and understanding where you can improve. Your Solari instructor customizes your class based on every participant’s inventory, focusing on the topics most important to you.

Effective Listening Skills

You use your eyes and mind to become an effective listener. We examine each of five effective listening skills, then discuss five areas that hinder effective listening. You role play, practicing these skills in realistic scenarios designed to meet your specific needs. You can also practice your own real life scenarios to better apply these skills directly to these personal situations.

True Listening Skills

True listening skills engage your eyes and heart. Together, we discuss the skills necessary to see and feel while you listen. Through true-to-life scenarios, we role play with you to practice these skills and help you see beyond the words.

The Barriers to Listening

Seeing the problems that inhibit listening helps gain a deeper understanding of how to better listen. We examine at least five barriers, and discuss how you can avoid them to enhance your listening skills. Just avoiding these barriers improves your ability to listen.

Behaviors of an Exceptional Listener

Exceptional listening is a habit. We discuss the five basic behaviors of an exceptional listener and present methods to help you make these skills something that just comes naturally in conversation or discussion.

SOLARI'S LEAD INSTRUCTOR

Rich Maggiani



Certified Teacher

Rich is certified to teach professional adults down to high school students. He teaches communication classes to business professionals across the country, as well as to both undergraduate and graduate students. Rich understands that classroom skills must transfer to the job to be most effective, and employs techniques to ensure that training transfers. He holds a Masters degree in Administration, and a Bachelor's in Education. In 2008, Rich earned the rank of Fellow from the Society for Technical Communication. Learners benefit from his academic and professional background.

Instructional Designer and Trainer

For over twenty years, Rich has been designing instruction and teaching for universities, nonprofits, governments, and corporations small and large. Instructional materials include instructor guides, student guides, reference manuals, job aids, tutorials and online help, curricula, and classroom content (concepts, skills, exercises, practice activities and scenarios, and discussion questions). He regularly presents at professional conferences on a variety of communication topics. Rich also writes a series of position papers on communication topics, and authors a column for the professional communication periodical, *Intercom*.

Communication Professional

Rich founded Solari Communication to offer clients a spectrum of communication services that enable companies to prosper. As a business owner, Rich fully appreciates that simple, clear communication is crucial to success. Rich ensures that skills he imparts in the classroom not only benefit students, but more importantly, enable your company to attain its goals.

Communication for CSRs

Gain confidence with your communication style.

Become a calm, confident professional.

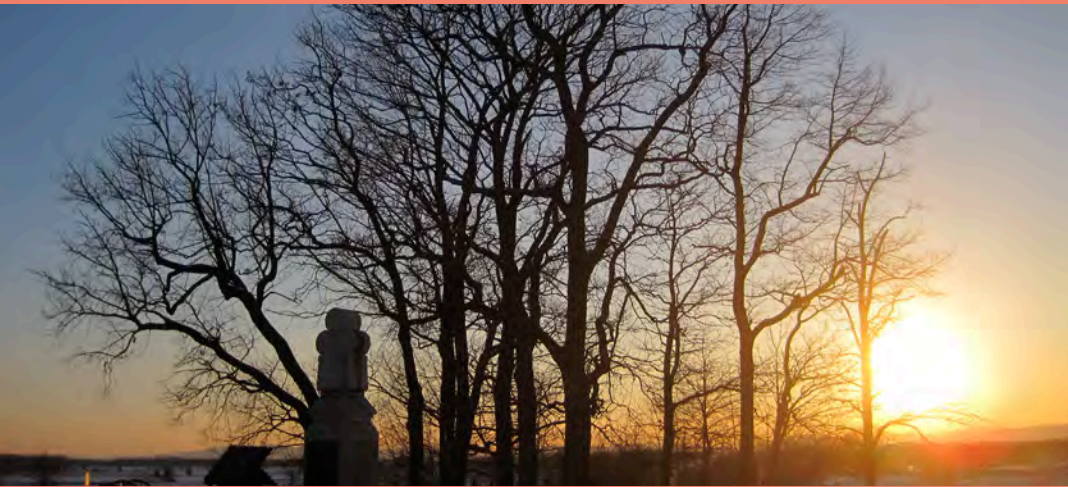
Perfect five communication methods.

Refine two fundamental communication skills.

Effectively manage several communication scenarios.

**One day of classroom instruction, practice,
and individualized learning.**

One year of direct support.



YOU ARE INVITED TO LEARN:

The fundamental principles for becoming a highly skilled CSR:

1. Four areas of communication.
2. Three professionalism principles.
3. Five communication methods.
4. Two communication skills.
5. Ten common scenarios.

ABOUT Communication for CSRs

Establish a foundation for superior customer service

Your customer service representatives (CSRs) form the front line of interactions with your customers. Their competence and professionalism go a long way toward the success of your company. Our *Communication for CSRs* class teaches the fundamental skills for your CSRs to excel at their job, leaving a favorable impression on your customers and enhancing your reputation in the marketplace. Once completed, your managers can use the principles from this class as a basis for periodic employee reviews, thus improving the overall performance of your CSRs.

You gain the added benefit of ensuring that skills learned in this class transfer to the job. We employ myriad techniques that help bring these skills back to your job. Through a series of discussions, individual and group activities, questions, exercises, and scenarios, you learn fundamental concepts, and then apply them to real-life situations. You leave our classroom with the tools necessary to become a consummate customer service representative.

CLASSROOM TOPICS

Communication for CSRs consists of five units: About Communication, Professionalism, Communication Methods, Communication Skills, and Common Communication Scenarios.

About Communication

Focus on four areas of communication:

- ◆ Understand the basic principles for effective communication.
- ◆ Consider your three main audiences.
- ◆ Choose your most effective communication style from the three discussed.
- ◆ Identify whom you represent in every communication.

Professionalism

Become a competent professional by:

- ◆ Employing diplomacy in every situation, even the most difficult ones.
- ◆ Effectively managing your accounts.
- ◆ Solving problems for your customers.

Communication Methods

Virtually all of your communication takes place without your customer being physically present. Learn to identify the best method for communicating in any situation.

Email: Learn the five components of effective emails, as well as many tips for writing and managing your daily volume.

Instance Messaging: Master how to use instant messaging, and when.

Telephone: Learn eleven strategies for telephone conversations, including how to take notes and summarize important points.

Conference Calls: Simplify your conference calls while gaining the outcomes you want by employing ten strategies.

Voice Mail: Leave effective voice messages that gain results by following nine techniques.

Communication Skills

Otherwise known as people skills, learn to write and listen to communicate clearly and concisely.

Writing: Employ the power of the printed word to communicate clearly by following and practicing twenty principles for effective written communication.

Listening: Make no mistake: listening is your most powerful tool for effective and efficient communication. Learn the three basic steps for effective listening, as well as the nuances of both verbal and nonverbal listening.

Common Communication Scenarios

Play out these common scenarios as a way of applying your communication skills.

Common Problems: These can be quite vexing and can tax your patience. Learn techniques for effectively handling personality conflicts, abusive behavior, incompetence, ignorance, and untimely responses.

Common Situations: Handle situations that come up over and over by establishing a process to streamline your work and satisfy your customers' needs.

Back on the job, confidently apply these techniques to better attend to your customers and enhance your CSR professionalism.

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Rich founded Solari Communication to offer clients a spectrum of communication services that enable companies to prosper. As a business owner, Rich fully appreciates that simple, clear communication is crucial to success. Rich ensures that skills he imparts in the classroom not only benefit students, but more importantly, enable your company to attain its goals.

Rediscover Your Inherent Skills

Each of us possesses a distinct set of inherent skills. As time moves on, we complement these inherent skills with learned skills.

All too often, our investment in these learned skills takes over, diverting attention from paths that are most enjoyable, rewarding, and productive.

Rediscover your inherent skills. Apply them in your life and career. This helps you and your company gain the most from your efforts.

**Half day of classroom instruction;
one day of classroom practice and participation.
One year of direct support.**



YOU ARE INVITED TO LEARN FROM: An inspirational story
Self-knowledge assessments
Exercises on values and motivation

Write skill-based narratives.
Analyze them.
Rediscover.

ABOUT Rediscover Your Inherent Skills

“That which we know, we have first seen” —Johann Wolfgang Goethe

Inherent skills are permanent, inseparable elements of your character. These are the skills that make your heart sing; that flow effortlessly from within you; that enable you to attain a deeper level of personal satisfaction and sense of accomplishment. This is opposed to learned skills—skills acquired on your journey through life and frequently put to good use. While competent at these learned skills, they require more effort and concentration.

Throughout our careers, we tend to become separated from our inherent skills and instead rely more heavily on our learned skills. Through the telling about a sabbatical of rediscovery coupled with a series of hands-on exercises, this class helps inspire you to rediscover your inherent skills. We then discuss ways in which you can integrate these inherent skills into your life and apply them at work. When this occurs, advantageous and profitable benefits result for both you, your employer, and your company's customers.

CLASSROOM TOPICS

By integrating story telling, real-life examples, lectures with discussion, group work, and supervised individual exercises, you learn to rediscover your inherent skills and how to use them daily both personally and professionally.

An Inspirational Story

Participants find this class difficult and consuming, reflective and revealing, yet ultimately rewarding. Begin by taking part in the telling of an extended professional sabbatical, focused on developing the mind, body, and spirit, that resulted in a career shift. This inspirational story sets the stage for the exercises you complete and discoveries you gain from this class.

Getting to Know Who You Are

Through a series of reflective exercises, you gain renewed insight into many aspects of your life, appreciate who you are, and realize your untapped potential.

Life Mission. How would you like your eulogy to sound? A difficult topic, but here is your chance to envision where you want to go with your life.

Your Priorities. This straight-forward exercise helps you determine what's most important to you now and in the near future.

Core Values. Take a values quiz to rank the importance of six societal values.

Motivators. Complete a short exercise to identify what motivates you to achieve.

Exploring Your Past Self. Begin by taking inventory of the highlights and accomplishments of your life, assess the choices you made, and evaluate these influential decisions. This helps you determine how you arrived at this point in your life, and clarifies priorities and events that shaped your journey.

Your Inherent Skills

After exploring your past and laying a foundation of knowledge about yourself, you are ready to rediscover your inherent skills. Using this inventory, choose the accomplishments (large and small) that make you most proud and that you enjoyed doing. Analyzing these events reveals your inherent skills.

Through a series of short written narratives, enumerate the inherent skills you employed to achieve these accomplishments. You then summarize and group these skills into categories to gain further insight and derive a final list of your specific inherent skills. Our checklists and sample narratives serve to smooth this process.

Connecting Skills to Work

How many of these inherent skills are you using? We help identify opportunities within your company where you can apply your inherent skills. With that, you are in a better position to assess these possibilities, create a plan, and make these skills an integral part of your career development. When your professional goals are better matched with your company's goals, everyone benefits.

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"I view Rich as an organizational partner. The classes he delivered far exceeded our expectations and allowed us to take our curriculum to a new level of professionalism and effectiveness."

June Sonsalla, PHR, HCS; Ameriprise Financial, Employee Development, about developing introductory and advanced presentation skills classes

"I've seen other presentations that Rich has given and I've never been disappointed! Excellent presentation. Best one of the show!"

Anonymous evaluation; from STC's international conference, Las Vegas

"I'm fully engaged at work now, more of a catalyst."

Tracey Martinsen, after taking the "Rediscover Your Inherent Skills" class

"Training materials have improved dramatically, shortening our training time and eliminating the need for temps."

Nick Karobon, City of Milwaukee Water Works; about the new training materials designed and developed by Solari instructor Rich Maggiani

"Positively funny and engaging. I learned so much."

Anonymous evaluation; "Are You Listening?" class

"Rich rocks!"

Anonymous evaluation; "Writing for Results" class

CLASS INFORMATION REQUEST

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

WEBSITE _____

EMAIL _____

PHONE _____

Communication Trilogy classes:

- Presenting with Poise
- Writing for Results
- Are You Listening?

Presentation classes:

- PowerPoint Basics & Beyond
- Designing Presentation Slides
- Presenting with Poise
- Introductory Presentation Skills
- Advanced Presentation Skills

Business Writing classes:

- Working with Word
- Document Design
- Writing for Results
- Business Writing
- Essential Editing

Business Communication classes:

- Are You Listening?
- Communication Skills for CSRs
- Rediscover Your Inherent Skills

Who is participating in these classes?

- Executives
- Managers
- Sales & Marketing
- Team Leaders
- Technical Staff
- Professional Staff

When would you like to schedule a class?

- Up to 10
- 10 to 50
- 50 to 100
- 100 to 500
- More than 500

When would you like to schedule a class?

- This month
- Next month
- Within the next six months
- Within the year

Complete and mail; call us at 802.879.9330; or complete online at www.solari.net/info.php



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