

# Communication Trilogy

Our Communication Trilogy addresses the three most important business communication skills: presenting, writing, and listening.

These classes focus on *strategic communication skills*: researching your audience, planning your communication, and reaching your target audience so that they act as you desire.

Designed for business professionals whose communication skills are paramount to their success, and to the success of their company.

**Three days of intense classroom instruction, practice,  
and individualized learning.**

**One year of direct support.**



**YOU ARE INVITED TO LEARN:** Three vital skills form the core competencies of all business communication, and ultimately lead to the successful endeavors.

# 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 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?

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?

## SOLARI BUSINESS COMMUNICATION CLASSES

### 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.

## 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.

# Presenting with Poise

Begin with a plan to attain your objective and develop a strategy for reaching your audience.

Prepare your opening, your presentation, and your close.

Practice your delivery to present with poise.

When your time is limited to only one day, this class enables you to learn the entire process for presenting to business audiences.

**One day of classroom instruction and interaction.**

**One year of direct support.**



**YOU ARE INVITED TO LEARN:** The four P's for presenting with poise:

1. Plan your presentation.
2. Prepare your content.
3. Practice your delivery.
4. Present with poise.

# ABOUT Presenting with Poise

## Return to the basics: engage and influence your audience

**P**resenting with poise (the skill) enables you to influence your audience; to convince them to act in the manner you seek; to attain your objective—resulting in a profitable situation for both you and your audience. Presenting with poise is not about you, nor is it about typical bullet point slides (where your audience suffers a deathly tedium). Rather, presenting with poise enables you to set a clear purpose, to present a flow of information that intrigues, to display content-rich slides that inform, to engage and capture your audience, to command attention and involvement, to profit.

**Benefits you will attain.** Presenting with poise enables you to communicate your message to your audience, clearly, succinctly, and effectively. Here, you control your audience and construct a framework in which they comfortably listen and participate. This command of your presentation enables your audience to truly “get” what you present, and to act in the manner you most see fit. Ultimately, your purpose is met.

### CLASSROOM TOPICS

*Presenting with Poise* (the class) consists of four main steps: Plan, Prepare, Practice, and Present. You learn how to to present with poise, which includes all of the following skills.

#### Plan

Begin every presentation by establishing your objective—what do you want to attain as a result of this presentation? Understand who your audience is and how they will best receive your message. Develop a strategy for reaching your objective through this particular audience: What do you want your audience to do as a result of your presentation?

#### Prepare

Next, prepare the content of your presentation so that you can attain objective. Your presentation consists of three parts:

- ◆ An opening
- ◆ Your core information
- ◆ A closing

**An Opening:** During an effective opening, you engage the audience; preview the heart of your presentation, its core information and messages; and preview your objective.

**Your Core Information:** The heart of your presentation, you present three to five main points that support your objective. Learn how to define the main ideas and supporting information (and nothing more) that most benefit your audience, and how to effectively transition from one point to the next to create a smooth and logical flow.

Learn how to create informative textual and graphical slides that augment (not detract from) your presentation.

**The Closing:** Your closing must be strong and memorable, and motivate your audience to act as you wish. Indicate clearly you are about to close, briefly review your main points, state how your objective benefits your audience, and state a call to action.

#### Practice

Practice your presentation before getting on stage. Practicing enables you to transition quickly through the three speaker phases—yourself, your information, and your audience—so that you focus all your attention on the most important aspect of speaking: engaging and influencing your audience.

Learn the ten techniques for practicing effectively, as well as the many presentation techniques to practice.

#### Present

Now that you’ve planned, prepared, and practiced, you are ready to actually present to your audience. You can rely on a number of methods for presenting your information.

Choose the most effective methods for each particular audience. The better you choose and relate, the better your chance of reaching your objective.

Present to engage and influence your audience, without relying on your slides as a crutch. Presenting with poise is all about communicating with your audience.

### 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.

# Writing for Results

Plan what you write.

Write to the plan.

Consider your reader.

Through extensive analysis and planning, write to your reader's needs and interests to best achieve the results you desire.

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

**One year of direct support.**



## YOU ARE INVITED TO LEARN:

The Writing for Results process:

1. Think: analyze and plan.
2. Communicate: write and revise.
3. Perfect: edit and format.

Structure your writing.

Improve retention.

Influence your reader.

# ABOUT Writing for Results

To achieve the results you desire, focus your writing on your reader.

**W**hen you write, you can inform, instruct, or persuade your reader. And you can get them to respond in a certain way. This response can be quite simple—your reader knows something—or it can be complex—accept a proposal to buy from your company. To obtain these results, you must know three things: what you want to communicate in your writing, who your audience is, and what you want them to do.

Writing is a journey, no different than traveling. You must know where you are going and how you are getting there. You wouldn't embark on a journey without a destination, and so it is with writing. Before beginning to write, identify what you want to accomplish—your goal—and how your reader can enable you to attain that goal. To do this effectively, identify what most influences your reader, their motivation, their benefit. Positive results ensue.

## CLASSROOM TOPICS

Through a series of interactive lectures and discussions, real-life writing tales, group work, and supervised practice, you learn the skills necessary to write clearly and achieve the results you want.

### Three-step Process

This class covers the entire spectrum of effective written communication. We present a simple three-step process for writing any type of communication: from the complicated (detailed reports and marketing proposals) to the common (interoffice email) to the sublime (corporate blogging). This process cuts your writing time by at least a third, increasing your productivity.

### Influence your Reader

Write to influence your reader. Analyze their reading style, knowledge level, attitude, and motivators. Put this analysis to work by tailoring the content, writing style, and presentation of your writing to meet your reader's needs and interests.

### Think: Analyze and Plan

To start, analyze and plan your writing—think. Identify your goal, and how you intend to achieve it. We introduce the concept of a key persuasive idea that motivates your reader to act as desired. Learn eight techniques for gathering information, then organizing and developing your ideas into a coherent message.

### Communicate: Write and Revise

Now it's time to write. Once you know what to say, who to say it to, and how to say it, writing tends to flow more easily. We show you proven ways for creating a first draft, techniques for rewriting and revising, and a simple method for turning blasé text into action-oriented prose. The result: clear, concise, accurate writing.

### Perfect: Edit and Format

The final step is to tighten your writing. Your goal here is to remove any stumbling blocks and pave the way for your reader to understand what you wrote and to act as you want. Our comprehensive checklist shows you the way.

### Structure your Writing

Paragraphs of uninterrupted text present a grey image, and can be daunting to read. With structured writing, you employ concise headings that break up the text and enable your reader to grasp the overall concepts at a glance. This speeds reading and improves retention.

### Tools for Writing

You receive a quick reference card outlining our three-step writing process and the techniques for creating more powerful prose by employing strong verbs. You also receive our succinct, annotated booklet on core grammar and punctuation rules. Both of these handy writing tools encapsulate the process of writing for results.

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# 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.

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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](http://www.solari.net/info.php)



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