



Solari Communication Trilogy

COMMUNICATION IS THE HEART OF ANY BUSINESS. You can improve and perfect the three most critical business communication skills—writing, presenting, and listening—by attending and participating in our Communication Trilogy. Our classes incorporate your real-life business situations so that participants leave with concepts and skills they can transfer to their jobs and make an immediate impact.

We offer the Communication Trilogy for you and your staff. To ensure learning, we employ a tiered approach. In each class, (1) learners first gain a thorough understanding of the princi-

ples involved. Next (2), learners assimilate specific skills and practice those skills in a controlled, yet independent environment. Finally (3), learners receive individualized instruction to assimilate and reinforce these skills and ensure they can put the skills to immediate use. To further ensure that skills have been assimilated and can be applied, we are available for personalized, one-on-one coaching which serves to enhance and perfect your effectiveness.

If necessary, we can customize our classes to meet your specific needs, or create the additional communication-related class you require.

CLASS

WHAT WE DO AND HOW YOU BENEFIT

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.

Haven't you endured enough bad presentations? Make sure you are delivering presentations that people are happy to attend, and who leave fulfilled, knowing that their time was productive and worthwhile. Presenting with poise engages your audience, and produces favorable results.

Engaging your audience produces favorable results — and lead directly to success.

Writing for Results

THIS COMPREHENSIVE CLASS BREAKS the writing process into three manageable steps. The class enables all levels of participants — from new hires through executives — to access the appropriate level of instruction, helping them learn and cultivate their writing skills.

To achieve the results you desire, focus your writing for your audience. To get the results you

want, begin by identifying three things: your audience; what you want to tell them; and what you want them to do.

Before beginning to write, identify what you want to accomplish — your goal — and how your audience can enable you to attain that goal. To do this effectively, identify what most influences and motivates your audience to act.

Are you Listening?

THERE ARE THOSE WHO LISTEN, and those who are waiting to talk.

In this class, you learn to engage your mind to listen effectively, hear the words, and understand their meaning. You then learn to take listening to a higher level by truly listening, transcending the words and gaining deeper insight. Taken together, you become that rare person:

the exceptional listener, the person people want to talk to.

You can spend up to 70% of your day listening. Exceptional listeners save time; save money; reduce mistakes; and create stronger relationships with colleagues, prospects, and customers.

Are you listening? Shouldn't you be?

Rich Maggiani, Your Trainer

RICH MAGGIANI IS SOLARI'S PRESIDENT AND Founder. He has earned degrees in business, communication, and education; and taught at all levels, from high school, through graduate students, to learners in corporate classes and seminars.

Rich applies fundamental principles of learning to ensure that students not only understand concepts and skills and increase their knowledge, but also can transfer these skills to their jobs for the benefit of their companies.