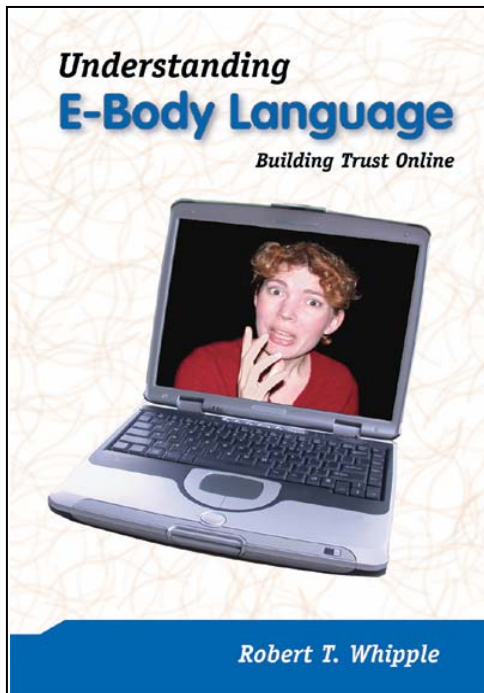


Increase productivity more than 20%

Eliminate the greatest source of frustration and biggest waste of time quickly and easily.



No more:

- Time lost separating important notes from e-junk
- Going to bed with your laptop
- Inappropriate “e-grenade” battles
- Misunderstood messages
- Confusion due to timing of notes
- Wasted time on trivial messages and jokes

*Customized seminars by
Robert Whipple*

Understanding E-Body Language

This series of seminars is intended to help individuals and groups improve their online communication skills. Communicating online is completely different from face to face discussions.

When people communicate verbally, the majority of information is conveyed through body language and voice inflection; only a tiny fraction of information is conveyed by the actual words. In electronic communication, all we have are the words as clues to decode information accurately.

Imagine the advantage if we could read a kind of “e-body language.” We could understand the intent of notes. That skill would be increasingly important, as the percentage of e-communications continues to rise. There is ample “body language,” and even voice inflection, available in electronic communications if we know how to read the signals.

Unfortunately, most people have had no training on how to read e-body language or how to send out unambiguous notes. These seminars are designed to address this growing need.

e-xcellence: The corporate case

Global competition has made it more difficult to find and maintain any advantage over the competition. All organizations face the realities and problems associated with communicating online efficiently. The solutions to these problems appear elusive in most environments, so those organizations smart enough to include e-xcellence as part of their vision have a huge advantage.

Your organization has a sustainable competitive advantage if:

1. You work in an environment that stresses good online communication.
2. Employees are not consumed with trying to sort wheat from chaff.
3. Your coworkers are not focused on one-upmanship and internal turf wars.
4. Leaders know how to use electronic communications to build trust.

Once you learn the essentials of e-body language, a whole new world of communication emerges. You will be more adept at decoding incoming messages and have a better sense of how your messages are interpreted by others. You will understand the secret code that is written “between the lines” of all messages and enhance the quality of online communications in your sphere of influence.

Lunchtime Discussions

Includes:

- Lunchtime format – 1 hour
- Includes copy of book
- Perfect for family groups
- Can also do at shift change
- 5 sessions per group
- Can be done by phone

4 hour “Primer”

Includes:

- Business case
- Key principles
- Analysis of tools
- Avoiding battles
- Includes copy of book

Select the most
Convenient
option

8 Hour “Boot Camp”

Includes:

- Everything in “Primer”
- Principles & precautions
- Sending precise messages
- Reading between the lines
- Workbook of exercises
- Relationship to Trust
- Practice sessions
- Includes copy of book

20 Hour “In Depth”

Includes:

- Everything in “Boot Camp”
- Personal analysis of e-mail
- Role play exercises
- Follow up coaching (1 year)
- Customized workbooks
- Practice with feedback
- Includes copy of book



Instructor

Robert Whipple is CEO of Leadergrow Inc., an organization dedicated to development of leaders. He teaches leadership and career development at several Upstate New York Colleges and worldwide through the University of Phoenix. He also teaches in corporate settings such as the Rochester Business Alliance and many other adult learning venues.

A highly successful leader at Eastman Kodak Company for over 30 years, Mr. Whipple led an organization of over 2000 people to accomplish exceptional improvements.

Mr. Whipple is a student of the leadership process and has developed unique approaches to achieving excellent results through full engagement of people. He is author of two books entitled, *The Trust Factor – Advanced Leadership for Professionals* and *Understanding E-Body Language: Building Trust Online*. For more information, visit www.leadergrow.com.

Mr. Whipple holds a Bachelors Degree in Mechanical Engineering from Union College, a Masters Degree in Chemical Engineering from Syracuse University, and a Masters of Business Administration from The University of Rochester. He is a Management Quality “Blackbelt” from Eastman Kodak.

He is a former President of the Genesee Valley Chapter of the American Society for Training and Development and now serves on two national ASTD Committees.. He is also a member of the Rochester Society of Professional Consultants, SHRM, and does volunteer work through SCORE and The United Way.

Bob lives with his wife in Hilton, New York, a suburb of Rochester where he has a “gentleman’s farm.” He enjoys yard work and woodworking.

Favorite quote: “The highest calling for any leader is to grow other leaders.”