

## Biography

Beverly Y. Langford is President of LMA Communication, a consulting, training, and coaching firm that works with organizations and individuals on strategic messaging, effective interpersonal communication skills, team building, and leadership development.

In addition, Dr. Langford teaches management communication to graduate students at Georgia State University's Robinson College of Business, teaching in the MBA, Professional MBA, and Global Partners MBA programs. She directs the Business Communication Program within the Department of Marketing.

She is the Co-Director of the Robinson College of Business' Women's Mentor Program and the Women's Leadership Forum held annually in partnership with the *Atlanta Business Chronicle*. In addition, she is active in the Women's Leadership Academy, a University-sponsored leadership development program. She has received awards for both her teaching and for faculty service..

Dr. Langford is author of *The Etiquette Edge: the Unspoken Rules for Business Success*, published by AMACOM press.

She has been quoted in various publications, including *The New York Times*, *The International Herald Tribune*, *The Cleveland Plain Dealer*, *Glamour*, *Men's Health*, *Engineering Times*, *The Washington Post*, and *The Guardian*. She is a frequent speaker to both corporate and civic groups, and she writes articles on interpersonal skills and effective communication for *Atlanta Woman* magazine online.

She received a BA degree from the University of Mississippi, an MA from Memphis State University (now the University of Memphis), and a Ph.D. from Georgia State University. She is a member of the Association of Business Communicators and the Association of Professional Communication Consultants.

## Recent Articles

Published in the  
*Atlanta Woman Magazine Online*

*Think Before you Speak* - "Things Not to say on a Job Interview"

*When Your Boss is a Bully* - "Dealing with Abusive Behavior"

*Office Space* - "Being a Considerate Colleague"

*Coping with the Cost of Success* - "Techniques for Dealing with Office Enemies"

*Communication Mistakes Managers Make*

*Job Searching in a Downturn*

*Is your Boss Holding You Back?* - "Take advantage of these tips to move your career forward, even if your boss isn't supportive."

*Are you Creating a Language Barrier?* - "Profanity in the Workplace"

*Maintaining Morale when the Landscape Looks Bleak* - "Here's how to build employee morale during tough economic times"

*Making Your Exit* - "Leaving a Job Gracefully"

*Layoff on the Horizon?* - "Strategies for Making the Best of a Bad Situation"



**Dr. Beverly Y. Langford**

**LMA COMMUNICATION, INC**  
330 KELSON DRIVE N.W.; SUITE 200  
ATLANTA, GEORGIA 30327-4255

770-859-9964

WWW.LMACOMMUNICATION.COM  
BEVERLYLANGFORD@LMACCOMMUNICATION.COM

## LMA Communication, Inc.

### Services

#### Communication Skills and Strategies Workshops:

- Designing and Delivering Presentations that Get Results
- The Leader as Communicator
- From Strife to Synergy: Effectively Resolving Conflict
- Mastering the Art of Meetings
- Delivering Difficult Messages
- Meeting the Challenge of Change
- Managing the Writing Process
- Developing High Performance Teams

#### Personal Development

##### Assessments: Administration and Interpretation

- Personal DISCernment® Inventory
- Myers Briggs Type Indicator
- Bar-On EQ-I (Emotional Intelligence)
- EQ-I 360
- Thomas Kilmann Conflict Mode Instrument

## LMA Communication, Inc.

### Overview

LMA Communication, Inc.® is a corporate communication consulting firm that assists business, organizations, and individuals in delivering their messages accurately, forcefully, and effectively.

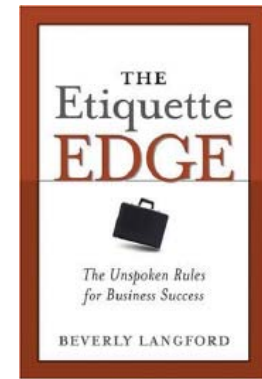
We work with you in developing communication strategies and messages, improving interpersonal communication, and developing leadership.

We offer a number of workshops and programs and we work closely with organizations to tailor training, consulting, and coaching to their specific requirements. We also conduct communication audits and focus groups and facilitate strategic planning sessions.

In addition, we provide personal coaching to help individuals achieve their goals and increase their personal effectiveness.

#### Need a Speaker? Frequently Requested Topics

- Getting Noticed Without Being Notorious
- Communicating with Clarity and Impact
- Developing Your Personal Brand
- Executive Level Courtesy
- The New Job: Strategies for Success
- The Networking Edge
- Leveraging the Power of Diversity



### The Etiquette Edge The Unspoken Rules for Business Success by Beverly Langford, Ph.D

Intelligence and skill can take you a long way toward achieving your career goals—but mastering the art of working with colleagues is essential to your success. In the modern workplace, without good communication skills, social savvy, and a good handle on workplace decorum, you'll be going nowhere fast.

*The Etiquette Edge* is a clear, common sense guide to making good behavior your competitive advantage.

Rather than dwelling on dry, nitpicky rules, *The Etiquette Edge* gives you the straight scoop on the most effective communication and behavior styles for negotiating the complex terrain of today's workplace—and winning.

#### Topics Include

- *Credibility: Creating it and Keeping it*
- *Loving Your Enemies: Dealing with*
- *When Your Best Friend Becomes your Boss*
- *Confronting with Courtesy*
- *Delivering Unwelcome Information*
- *Developing your Gratitude Attitude*

... and many more