

Ten Signs
Of A Dysfunctional Corporation
And What To Do About Them.

SIGN #1

It was decided in our commitment to customer service that we will make every effort to be proactive in ameliorating the aforesaid claims and expedite the previously identified subject through appropriate and necessary channels.

SIGN #2

Enclosed please find,
per your request. . .
If you have any questions,
please don't hesitate to call.

SIGN #3

The following steps should be adhered to immediately in the event that expenditures should overrun the budgeted funds.

SIGN #4

I dont worry about speling and grammer. Its just e-mail.

SIGN #5

I know you probably can't read this overhead in the back of the room.

SIGN #6

I have a meeting at 9:00,
a conference call at 10:30,
a lunch meeting at 12:00,
a staff meeting at 3:15.
When am I going to get
any work done?

SIGN #7

So I misunderstood his instructions.
He always talks to me like I'm an airhead. I just turn him off!

SIGN #8

We're going to incentivize these people by multiyearing their program.

SIGN #9

I don't know why we can't communicate. I ask what time it is, and he tells me how to make a watch.

SIGN #10

A lot of people in this company need this training.
But in my case, my secretary takes care of all that.

Solutions from LMA Communication

You've reengineered. You're lean and agile. You've honed your corporate structure to compete in a global economy.

Can you say the same about your employees' communication? The people in your organization communicate every day. And every day their communication sends a message about your company. Is it the message you want them to send?

LMA Communication, Inc. offers on-site, custom-tailored training to address your company's particular communication needs. We design courses for all levels and functional areas of your

organization, from entry-level positions to senior management, all with a single, focused objective: to improve companies' productivity through superior communications, both internal and external.

Companies today can't afford dysfunctional communication. It wastes time. It diminishes productivity. It costs money!

LMA Communication programs offer practical solutions to communication problems.

PROBLEM

LETTERS AND MEMOS THAT DON'T DO THE JOB.

It was decided in our commitment to customer service that we will make every effort to be proactive in ameliorating the aforesaid claims and expedite the previously identified subject through appropriate and necessary channels.

(Translation: We'll try to fix your problem, but we aren't going to go out of our way.)

*Enclosed please find,
per your request. . . .
If you have any questions,
please don't hesitate to call.*

(Can you spot the tired, worn-out clichés that rob your written communication of its sincerity?)

SOLUTION

MANAGING THE WRITING PROCESS: BUSINESS WRITING

This one or two-day seminar teaches personnel at all levels to cut through the gobbledegook and bureaucratic words and write clear, concise, readable, and persuasive letters, memos, and reports. Participants will learn to

- Develop a communication strategy.
- Define objectives and analyze the audience.
- Organize information effectively.
- Edit for instant readability.
- Design reader-friendly documents.
- Proofread to avoid embarrassing errors.

Before all writing skills seminars, we will evaluate participants' writing samples to determine areas which need special emphasis and tailor the seminar to those needs.

If you desire, we also offer post-seminar monitoring and follow-up sessions, if necessary, to ensure the highest retention of the course materials.

PROBLEM

TECHNICAL INFORMATION THAT'S UNNECESSARILY COMPLEX AND UNCLEAR.

The following steps should be adhered to immediately in the event that expenditures should overrun the budgeted funds. (Translation: Here's what to do if you go over budget.)

SOLUTION

MANAGING THE WRITING PROCESS: TECHNICAL WRITING

Although the basic principles are the same as in the business writing course, this course focuses on writing procedures, documentation, performance reviews, and presenting financial information.

PROBLEM

COMMUNICATION THAT IS GRAMMATICALLY AND MECHANICALLY SUB-STANDARD.

*I dont worry about speling and grammer.
Its just e-mail.*

SOLUTION

BRUSHING UP ON THE BASICS: GRAMMAR, PUNCTUATION, ME- CHANICS AND USAGE

This one-day seminar provides a quick review of the principles that hold true whether it's a letter to the CEO of your biggest customer or an e-mail message to the person in the next cubicle. Participants will learn to

- Avoid the major mistakes that undermine effectiveness.
- Recognize the words most commonly confused.
- Punctuate like a pro.
- Master the mechanics of writing.

PROBLEM

POORLY DESIGNED PRESENTATIONS THAT DON'T PERSUADE.

*I know you probably
can't read this overhead
in the back of the room.*

SOLUTION

DESIGNING AND DELIVERING PRESENTATIONS THAT PRODUCE RESULTS

Speaking before a group challenges many business people, but it's essential to both individual and corporate success. Whether participants need to present to one person or a thousand, this course can help speakers

- Develop an opening that “hooks” the audience.
- Clearly state the presentation's purpose.
- Provide pizzazz to help the audience retain key points.
- Use dynamic non-verbals to support your message.
- Develop effective visual support that enhances rather than detracts from your presentation.
- Avoid the most common presentation mistakes.

Participants benefit from videotapes of their individual presentations, complete with constructive critiques and techniques to improve their specific skills.

PROBLEM

TOO MANY MEETINGS THAT LAST TOO LONG AND ACCOMPLISH TOO LITTLE.

*I have a meeting at 9:00,
a conference call at 10:30,
a lunch meeting at 12:00,
a staff meeting at 3:15.
When am I going to get
any work done?*

SOLUTION

MANAGING PRODUCTIVE MEETINGS

How do you know if you really need to hold a meeting? Does everyone need to be there, and if so, do they all understand the objectives? *Managing Productive Meetings* teaches you how to lead a meeting as well as how to be an effective participant.

This high-energy session uses experiential exercises and role play to

- Decide on the right time and for your meeting.
- Establish authority without dominating.
- Set an agenda that keeps people on track.
- Make the best use of everyone's time.
- Encourage participation—even from the silent types.
- Recognize disruptive behavior and deal with it effectively.

PROBLEM

MISCOMMUNICATION BECAUSE OF POOR LISTENING SKILLS.

So I misunderstood his instructions. He always talks to me like I'm an air-head. I just turn him off!

SOLUTION

LISTENING FOR LEADERSHIP

We spend 45 percent of our communication time listening, but few of us have any training in this all-important skill. This half-day or full-day seminar points out the need for effective listening and provides practical ways to improve your ability. Learn how to

- Listen for facts and feelings.
- Control your emotional hot buttons.
- Listen for the entire message before passing judgment or stating your position.
- Deal with distractions.

PROBLEM

TOO MANY BUZZ WORDS, NOT ENOUGH SUBSTANCE.

We're going to incentivize these people by multiyearing their program.

SOLUTION

COMMUNICATION SKILLS FOR NEW MANAGERS: THE LANGUAGE OF LEADERSHIP

This course, which deals with writing, speaking, and listening, provides a head start for the individual who is moving into a management or team leadership position for the first time.

The course equips participants with a valuable overview of the important role that clear, no-nonsense communication plays in effective leadership.

PROBLEM

A LACK OF UNDERSTANDING OF OURSELVES AND OTHERS.

*I don't know why
we can't communicate.
I ask what time it is,
and he tells me
how to make a watch.*

SOLUTION

THE PERSONAL DISCERNMENT © INVENTORY

The ability to predict how we and other people will react and relate in certain situations is of immeasurable value as we attempt to work with, serve, influence, and communicate with others.

The Personal DISCernment© Inventory helps us understand how and why people are likely to behave in one way or another. Participants in this workshop will discover and define how they view themselves and how they want others to see them. And through that process, they will learn more about their basic selves.

The Personal DISCernment© Inventory is a tool for helping participants discover and analyze their own behavioral styles, work in an environment that is conducive to success, and create more productive relationships with others.

The Personal DISCernment© Inventory is part of the DISC Profile System©, a family of instruments and workbooks designed to increase personal and interpersonal effectiveness. In addition to the basic module, a series of application modules are available:

- Leading With Style
- Communicating With Style
- Teamwork With Style
- Selling With Style
- Time Management With Style

PROBLEM

**UNIQUE SITUATIONS THAT NEED
INDIVIDUAL ATTENTION.**

*A lot of people
in this company need
this training.
But in my case,
my secretary takes care
of all that.*

SOLUTION

**SPECIFICALLY DEVELOPED
PROGRAMS, COMMUNICATION
AUDITS, AND
INDIVIDUAL TRAINING**

LMA Communication, Inc. can work with you to develop specific programs for the unique needs of your organization. We can also provide an overall assessment of your company's communication through a communication audit that identifies strengths and recommends areas for improvement.

We also offer individual consultation and instruction should a specific member of your organization need one-on-one training.

PROBLEM

WHERE DO WE GO FROM HERE?

SOLUTION

THE NEXT STEP

LMA Communication, Inc. provides high quality, cost-effective solutions to your company's communications challenges.

Simply fill out and return the attached card or you can call us at 770/859-9964 for a no-obligation consultation.

LMA Communication, Inc. is a corporate communications consulting firm that consults with corporations, organizations, and management in written communications (including business and technical writing and basic grammar), oral communications (including presentations, coaching, and performance reviews), meeting management, and other interpersonal communication skills.

Dr. Beverly Y. Langford, chairman of LMA Communication, Inc., designs and delivers courses dealing with these areas and works closely with companies to tailor training to the organizations' specific requirements on a variety of subjects.

Dr. Langford is coauthor of a book entitled *Communication Skills and Strategies: Guidelines for Managers at Work*.

PARTIAL CLIENT LIST

The Southern Company
..... Georgia Power Company
..... Alabama Power Company
..... Mississippi Power Company
· Gulf Power Company
· Savannah Electric Company
..... Southern Nuclear Operating Company
NationsBank
IBM Corporation
Andersen Consulting
Coopers & Lybrand
Barclay's Business Credit

UPS
FannieMae
McDonald's Corporation
Community Bankers Association of Georgia
Nordson Corporation
The Weather Channel
Ahlstrom Recovery, Inc.
Mitsubishi Consumer Electronics of America, Inc.
Environmental Design International, Ltd.
BellSouth Corporation
Promus Companies
American International Recovery, Inc.
Becher + Carlson
Solvay Pharmaceuticals
Aegon USA
Eastern Electric Apparatus Repair Company, Inc.
CARE

LMA COMMUNICATION, INC.
offers the solutions to eliminate dysfunctional communication in your organization. We're ready to help your company achieve its full potential.

LMA COMMUNICATION, INC.

Suite 200
330 Kelson Drive, NW
Atlanta, Georgia 30327

770/859-9964
FAX: 770/859-9436

www.LMACommunication.com

beverlylangford@LMACommunication.com

SOLUTION

I WANT TO TAKE THE NEXT STEP

Please send me more information on how LMA Communication, Inc. provides high-quality, cost-effective solutions to my company's communications problems.

NAME: _____

COMPANY: _____

ADDRESS: _____

CITY: _____

STATE: _____ ZIP: _____

PHONE: _____

FAX: _____

E-MAIL: _____

LMA COMMUNICATION, INC.
SUITE 200
330 KELSON DRIVE, NW
ATLANTA, GA 30327