



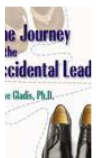
Steve Gladis
COMMUNICATIONS



What People Say...

“Steve Gladis’ corporate communication series has been included in Gannett’s Knowledge Works training line-up. A number of Gannett corporate and *USA Today* employees have benefited from attending sessions such as Power of Persuasion, Effective Business Writing & Editing, and Dynamic Presentations. Steve provides a conducive, insightful, fun, and interactive learning environment filled with practical and useful communications techniques one can apply as an individual contributor and/or with working teams.”

— *Maria Liggins, Gannett HR Manager*



While I’ve been in a leadership position for some time now, I found myself reading this book and challenging my own actions and leadership style. The parable style in which it is written makes it entertaining and instructive at

the same time. I plan to use it with my team to hopefully cause them all to become “owners” of our business.

— *Richard LaFleur, Grant Thornton,
Managing Partner, Mid-Atlantic Region*

Steve Gladis Communications

Mason Enterprise Center
4301 University Drive, Suite 200
Fairfax, Virginia 22030
703-424-3780
703-425-5560 (fax)
sgladis@stevegladis.com

www.stevegladis.com



**Executive Coaching &
Leadership Development**



Executive Coaching

With their coach, clients work on behavior-based issues to achieve success. Here are the steps:

Phase One—Self Discovery & Awareness

The coach and client discover what makes the client tick—his/her strengths, challenges, likes and dislikes. Using a variety of instruments and posing many questions, the coach learns about what motivates the client.

Phase Two—Goal Setting & Accountability

With the guidance of the coach, the client articulates, first verbally and then in writing, the goals and objectives that are important to addressing his/her challenges. Together, coach and client determine specific and measurable objectives for which they will both be accountable.

Phase Three—Action Learning & Execution

The client learns new ways of tackling challenges through positive inquiry that both the client and the coach will engage in as they discuss issues and approaches. The client will conduct personal research (guided by the coach) to solve his/her challenges and to build new capacities.

Phase Four—Evaluation & Revision

Every four months, the coach will evaluate progress toward the client's goals and objectives. This is often done best by surveying key client stakeholders for objective evaluation. Further, the coach and client will revise and/or develop new goals and objectives for the future, thus resetting the cycle until the client has accomplished his/her goals.



Leadership Development

Courses are focused on helping leaders achieve success. The on-site courses are offered in half-day and full-day sessions, as well as multiple-day sessions. Also, customized courses can be developed and offered in combination with existing courses. Here is a sample of courses available:

Team Writing

Whether it is a critical proposal, report, or complex e-mail to a client or customer, important written documents require a higher level of attention. To produce excellent results, leaders must learn how the team-writing process works and how personality type affects writing styles. In this seminar, participants will learn how to use that knowledge to produce more powerful results-oriented documents.

Dynamic Presentations

Leaders must effectively communicate their ideas and vision to a variety of both internal and external groups. Learn valuable public speaking strategies to inspire audiences to listen and learn with enthusiasm. In this seminar, participants will learn both content and delivery skills necessary to become more dynamic, credible public speakers.

Powerful Persuasion

Leaders need to convince people and teams to see their vision, embrace it, and execute it. The art and science of persuasion are the foundation for all influence in society. Learning the skills of persuasion will ensure that participants will be better able to lead people to accomplish the mission of their organizations.

Leadership Communication Styles

All people have distinctive communication styles. Because leaders influence the lives of others and the success of organizations, they need to become even more self aware. Learning their own particular leadership communication style and knowing how it affects others are critical factors for leadership success. Understanding the differences that others bring to any team or organization and using those differences to strengthen the group define excellent leadership.



Steve Gladis, Ph.D.

The author of 13 books, Dr. Gladis has written extensively about leadership and communication. His current executive coaching and leadership development practice is dedicated to how behavior influences effectiveness in the workplace. Here are several of his latest books:

- The Executive Coach in the Corporate Forest
- The Journey of the Accidental Leader
- Survival Writing for Business
- WriteType: Personality Types and Writing Styles
- Public Presentations
- Effective Writing
- Surviving the First Year of College
- The Ten Commandments of Public Speaking