



PRESENTS

**NEW! Strong Teams/Happy Customers:
A Communication Boot Camp**

Thursday, February 18, 2010 – NJBankers Association, 411 North Avenue, Cranford, NJ

Seminar: This is a full-day session (8:30am-4:00pm)

TUITION: The seminar fee is \$295.00 per person for Education Fund Supporters. A 25% additional fee applies to all others.

Register for Seminars: <https://www.cftacs.org/registration08.html>

Upcoming Schedule of Seminars & Webinars: <http://www.cftacs.org/next.html>

Check out our Spring 2010 catalog at: <http://www.cftacs.org/catalog.pdf>

ABOUT THIS SEMINAR:

Situation: Only strong teams are smart enough and focused enough to deliver world-class customer service. Teams that are weak, divided and demoralized simply don't have what it takes to satisfy today's demanding customers. They often waste time, money and good will. And that means loss of revenue and loss of jobs.

Solution:

- The Boot Camp approach focuses on becoming an even stronger team despite day-to-day challenges, demands and stresses that affect even the best workplaces. Through candid and open discussions, creative problem-solving and group break-out sessions, by the end of the morning, participants will have created a document titled "Our Promise to Each Other." And everyone will sign it.
- The afternoon segment will focus on meeting the expectations of today's customers – all of whom know they can take their business elsewhere if they're not satisfied. Through candid and open discussions, creative problem-solving and group break-out sessions, by the end of the afternoon, participants will have created a document titled "Our Promise to Our Customers." And everyone will sign it.

After the session, the team will be better equipped to:

- Becoming even stronger, united and focused on providing world-class customer service. Plus the signed "promise" documents make follow-through by the entire team more likely.

Participants will strengthen these skills:

- Develop simple ways to improve the quality of their work life
- Identify what stresses them in their jobs – and brainstorm solutions to manage those stresses
- Recognize how day-to-day communication challenges affect their work – and develop new ways to improve how they communicate with each other
- Figure out easy and practical ways to have fun while working hard
- Creative ways to celebrate as a team
- Handle difficult customers calmly and gracefully
- Commit to helping each other, becoming an even stronger team and providing continuously improving customer service.

Our Approach: A cost-effective and efficient way to help managers and employees meet the challenges all financial institutions face these days. Because the boot camp will focus on everyday, real-life work issues, it will be targeted and tailored to the participants' specific interests and needs.

WHO SHOULD ATTEND: Managers at all levels.

YOUR SEMINAR LEADER: Susan Mach is a communication coach, trainer and strategist. She has led communication boot camps at multinational corporations, global nonprofits, U.S. government agencies and banking organizations. Susan teaches communication skills to M.B.A. students from all over the world at NYU Stern, CUNY Baruch and Rutgers Business School. She is also the former director of consumer affairs at AT&T.

This workshop may be conducted on-site upon demand for a minimum of 15 students. Please contact Karen McMullen, SVP/Regional Director, CFTACS at karen@cftacs.org or 1-800-795-5242 Ext 9958.