

# Fran Berman



**Speaker ♦ Author**

**Change  
Technology  
Productivity**

*"Your enthusiastic style and 'action-oriented' approach was rated highly by our audience...useful and content rich."*

*Rick Simoni  
Iolab / Chiron Vision*

**Tailored to Your Audience**

**Keynotes  
Break-out Sessions  
Half- and Full-day Seminars**

## **Business Leadership Series**

### **Sailing Through Change: Seven Secrets to Success**

Charles Darwin once said, "It is not the strongest of the species that survives, nor the most intelligent, but the one that is the most adaptive to change." The business model that worked yesterday is obsolete today. Family life isn't what it used to be. And change is happening faster than ever. Be a victor, not a victim. Find out how to manage change and keep your top performers performing.

- How people react to change and why
- Essential elements to create a supportive environment
- How to help yourself and others accept change and make it work
- Energizers to deal with the stress of change

### **E-mail Mastery: Company Guidelines**

In July 2000, Dow Chemical fired 50 employees for inappropriate use of e-mail. Every organization needs a clearly communicated e-mail policy that increases productivity and the bottom line.

- Legal implications and how to avoid them
- Guidelines for setting e-mail policy that everyone can follow
- How to protect your bottom line from costly e-mail practices
- Marketing strategies to build the business with e-mail

### **Championship Customer Service**

Do your employees keep your customers happy, or drive them away? The level of your customer service can help your business thrive or dissolve your revenue base, and destroy employee morale.

- Telltale signs that someone's having a bad day
- 6 barriers between you and the customer, and what to do about them
- How to use word-of-mouth to drive prospects to your door
- Telephone tactics that work
- 5 fundamentals to defuse an explosive situation

### **Building a Team Together**

"One for all, and all for one!" "Every man for himself." Which one is your organization's motto? No one person can do it all. Without teamwork, everyone's job is harder and more costly. Help others and yourself to be better team players.

- The difference between a work group and a team
- Four phases of team development
- How to avoid costly misunderstandings
- Why teamwork breaks down and what you can do about it
- Problem resolution techniques



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