

# *Dynamic Communication Skills for the 21st Century*

In the past 25 years a new model of communication and excellence has risen in the field of human behavior, a science that rapidly enhances the components between what we think, what we understand, and how we behave in relationship, personal and business experiences.

Most believe the words we speak are the primary source of our communication. Based on a 1970's study from the University of Pennsylvania, 93% of our communication is on a non-verbal level. We teach you powerful physical and verbal skills, allowing you to change how others perceive what you are saying; because it's the response we receive back, never our given intention given.

Imagine listening to what others are unconsciously telling you?  
What would happen if you could obtain rapport with anyone within minutes?  
Imagine if you could put yourself into a resourceful state of mind at anytime?  
How would you like to eliminate unwanted feelings from old memories forever?

The concepts were first recognized 30 years ago. The methods were first used to help people overcome their personal challenges, though they've found their way into many influential corporations, including the advertising and political arenas. Though NLP gained national recognition through Anthony Robbins over ten years ago, the general populace is still unaware of these powerful and influential techniques. Schools have long taught that we use less than 10% of our brain and on a conscious level this is true. This innovative workshop looks at the possibility of tapping into the 90% that most of us believe just lays dormant. Explore how your unconscious affects the way you communicate, how to be more effective and how to read what others are communicating to you on a deeper level.

The skills we teach are useful for those in sales, human resources, customer service, managers, consultants, and also those seeking to enhance their personal growth.

You'll how to:

- Create instant rapport with others
- Handle upset clients and customers easily
- Ask questions that will allow you influence how they respond
- Naturally put yourself in an optimal state of mind
- Gain control over your emotions
- Engage in win-win communications for results

**John James Santangelo** – Nationally acclaimed speaker, author and trainer. A certified clinical hypnotherapist and an NLP master trainer. John now consults and designs motivational trainings for individuals, businesses and educational institutions. Founder of Maximum Success Seminars, a personal, professional coaching and corporate training company dedicated to empower individuals to unleash their potential, and produce outstanding results!