

STEVEN  GAFFNEY  
C O M P A N Y



*Notice vs. Imagine*

**The Most Important Communication Strategy to  
Boost Teamwork, Build Remarkable Relationships, and Get Things Done**

**it4dc Event Details: Wednesday, September 17<sup>th</sup>, starting at 5:30pm** at Chimas Restaurant, Tysons Corner. Seating will be limited to 60 attendees; RSVP is required (please send email to [veuvedom@verizon.net](mailto:veuvedom@verizon.net) before Sept. 16<sup>th</sup>, 5pm and Dip Chandra will provide payment instructions) with two price categories:

- **Nominal \$15** - one complimentary Brazilian drink and appetizers + a complimentary article
- **Value Add \$30** - all of the above plus a signed copy of one of Steven Gaffney's books for all those who RSVP me via email before Sept. 16<sup>th</sup> @ 5pm.
- Anyone else who walks in or has RSVP'd at the \$15 price and then decides to buy the book at the event, will pay the full retail book price (\$19.95/\$24.95)

**Consider the costs of poor, ineffective communication:**

- The average employee loses 7 weeks of productivity every year because of troublesome and unresolved communication issues.
- Lack of open, honest communication is at the root of 80% of problems at work.
- Upwards of 75% of employees who leave their jobs do so because of communication issues with their boss - not money.
- The #1 factor that drives employees to be engaged in their job is their relationship with their boss.

**The Underlying Problem**

One of the top problems in the work world today, based on over a decade of research, is the failure to distinguish what is "noticed" (the facts of the situation) from what is "imagined" (opinions, thoughts, evaluations, conclusions). This may sound simple, and it is, but just think how often people operate and make decisions as if their opinions are fact or said in another way, using this distinction, what they

“imagine” is correct rather than finding out the truth. The misdiagnosis becomes even more exacerbated when the people they are interacting with have different agendas, goals, needs, and backgrounds.

### **The Solution**

The “Notice vs. Imagine” seminar shows you how to accurately assess situations to determine the best course of action and make the best decisions to increase performance, customer service, teamwork and leadership.

### **You will learn the keys to:**

- Opening lines of communication
- Receiving and sharing critical information, ideas and opportunities
- Correctly evaluating familiar and unfamiliar situations
- Reducing defensiveness and close-minded thinking
- Recognizing and resolving troublesome issues before they become gigantic problems
- Saving time, energy and money being wasted on repetitive conversations and communication breakdowns

### **You will be able to apply what you have learned to help resolve:**

- Poor decisions that are based on a fraction of the potential information.
- Problematic contracts and lost customers because expectations are not managed
- Breakdowns in inter and intra department communication
- Emotionally draining office politics.
- People not sharing their ideas that affect the creativity and innovation of an organization.

This session is designed for employees at every organizational level. These proven, practical strategies and tactics work – regardless of how difficult someone is or of how overworked, understaffed or under-resourced your organization may be.

### **Real-World Application**

We’ve all attended seminars that engage us in the classroom but have little use in the real world. To ensure practical, real-world applicability, Steven Gaffney shares exactly how past participants have used what they learned in his seminars to produce extraordinary results. And to make sure the scenarios discussed are most useful to you, he chooses his examples based on the research done before your session using the Implementation Integrator Process described below. Seminar participants will be asked to choose an actual, real-life example to work on during the session. By the conclusion of the session there will be no doubt how to use what is learned as well as how to apply it to other current and future situations.

**Implementation Integrator Process™** While others talk about customizing seminars to meet clients' specific needs, Steven Gaffney Company delivers. The Implementation Integrator Process™ allows us to carefully design and tailor our seminars by drawing from the vital background information collected from our pre-program questionnaire, in-depth industry research, confidential telephone interviews and emails with key decision makers and participants. Through the IIP process, we identify and address your organization's unique and often hidden challenges and deliver highly tailored presentations that leave our clients saying, "It's as if they work here." Steven Gaffney Company will invest considerable time and effort to ensure your challenges are identified, addressed and resolved.