



Professional Development Seminars
Personal Growth Seminars
Tele-Classes, Coaching and Group Workshops

EXPERT Instructors

*We bring the EXPERTS to you! Professionals with 5-15+ years experience and specialize in these topics. Why settle for less experienced trainers elsewhere when you can have the best experts in their fields with Computer Magic Training! We bring you the knowledge, the energy and the talent to give you a transformational experience that will stay with you long after the class. Are you ready to release limiting behaviors and concepts? Ready to achieve your full potential in your professional and personal life? These classes are for **you!***

Tele-Classes

Computer Magic Training is excited to bring you the fascinating, transformative topics you need right now in telephone class seminar format. No travel expenses. No travel time. No hassle at all. Just the most useful information in 1 convenient hour. Our instructors facilitate with the same informed, articulate, engaging style you'd see in their on-site seminars. Each program includes: 60 minutes of instruction, discussion, and practice plus written materials to reinforce the learning. Follow-up coaching with the instructor is also an option.

Group Workshops and Seminars

Computer Magic Training brings the transformational magic of these experts right to you! On-site Workshops and Seminars ... half-day, full day, 2 day formats. Ask us about customizing the content and format to suit your needs!

Consulting and Coaching

Our expert instructors are available to consult with you and coach you on to greater achievement after the class. Get the personal attention you deserve! Call us for details and to discuss your individual needs.



Business & Technical Writing

... A Comprehensive Workshop for All Business Professionals

(for technical and nontechnical managers, team leaders, individual contributors)

The foundation of good company communication is a staff that can quickly produce clear, concise, easy-to-read documents. Our Business and Technical Writing Workshop helps the teams who write the bulk of corporate documents: e-mails, letters, memos, reports, manuals, guidelines, procedures, data sheets, application notes, newsletters, minutes, and technical/scientific articles. Attendees plan, draft, and edit a current writing task in the session. Ask us to tailor this workshop to team-specific needs.

Instructors: Jim and Nancy Vincler

2-day workshop for up to 30 people per session

QuickWrite: An Overview Writing Seminar for Managers

As employees move up in the corporate ranks, they must move faster. Our QuickWrite Seminar helps managers streamline executive summaries, e-mails, letters, memos, reports, justifications, and performance reviews. Instructors: Jim and Nancy Vincler

1-day seminar to your site for up to 20 people per session

E-mail Essentials: A Seminar for E-mail Writers

E-mail has become the most prevalent form of communication, yet many people don't think of it as writing. That's probably why it's often weak and wordy. This short seminar takes employees through six simple steps to produce clear e-mails — and includes bonus tips for leaving voicemail messages. Instructors: Jim and Nancy Vincler

Half-day seminar for up to 20 people per session

ESL Business Grammar

... A Comprehensive Workshop for Foreign-born Employees

(for technical and non-technical managers, team leaders, and individual contributors)

Many adult second-language learners know the general structure of English and now want to master the finer points that build confidence in speaking and writing. This practical, interactive workshop reviews the most common grammatical patterns that frustrate ESL professionals. Instructors: Jim and Nancy Vincler

2-day workshop for up to 20 people per session

Persuasive Writing: A Marketing-Oriented Seminar

We all have to write persuasively. This seminar explains how persuasion works and how to approach readers at different levels of persuasion to get results.

Instructors: Jim and Nancy Vincler

1-day seminar for up to 20 people per session.

Business Writing Consulting Services

- Individual executive coaching
 - Review and editing of important documents, forms, or form letters
- Coaches: Jim and Nancy Vincler

Call for flexible scheduling information



Vocicemail Magic: Promoting Your Business by Phone

If you want to grow your customer base, the phone offers the most efficient way to make a personal connection. And voice mail, far from presenting a barrier, can be better sometimes than talking to a "real person". But what do you actually say when you call, and how many calls can you make without becoming a pest? Learn the science (and art) of voice mail prospecting in this class to build your business systematically and inexpensively, person-to-person. Instructor: Melinda Henning

1-hour Tele-Class

Date: July 19, 2005, 3:00 pm Pacific Time

Tuition: \$60.00

Date: August 24, 2005, 12:00 noon Pacific Time

Tuition: \$60.00

Date: September 21, 2005, 12:00 noon Pacific Time

Tuition: \$60.00

How to Be Funny on Purpose

The audience that laughs will connect and remember at a deep level. But being funny to make your point is not the same as joke-telling. In this program, you'll learn how to structure your comments, speeches, and stories to highlight their inherent humor, build a heartfelt connection with your audience, and bring appropriate comic relief to painful topics. If you think you have a naturally humorous perspective to share, and you'd like to polish your delivery, this program will give you some specifics of the humorist's craft.

Instructor: Melinda Henning

1-hour Tele-Class

Date: July 8, 2005, 2:00 pm Pacific Time

Tuition: \$60.00

Introductions and Elevator Speeches

You may have only a few seconds to profile your business and yourself and to pique genuine interest at networking events or in time-crunched or unexpected settings. You must be concise and concrete, and you definitely must not be boring. Melinda has developed 18 effective formats for crafting your introductory statements. You'll have the benefit of several of them in this practical program. Instructor: Melinda Henning

1-hour Tele-Class

Date: July 22, 2005 2:00 pm Pacific Time

Tuition: \$60.00

Storytelling 101 for Business People

Salespeople, managers, trainers, and speakers know that a story, well-told, can make important points more memorable than mere facts and data. The challenge is in the telling, however. In this program, you'll learn the 4 critical elements all compelling stories share, and how to use them to craft stories that lodge indelibly in the hearts and minds of your listeners. Instructor: Melinda Henning

1-hour Tele-Class

Date: August 5, 2005, 2:00 pm Pacific Time

Tuition: \$60.00

Six Cs of Leadership Presence in Speaking: Credibility, Confidence, Commitment, Calm, Control, Candor

Most everyone would agree that leaders need to demonstrate the six Cs. But during a speech or presentation, in the spotlight, and with limited time, how is this actually done? Based on her work with thousands of executives, managers, technical innovators, and thought leaders, Melinda believes the six Cs are communicated by specific behaviors which can be mastered by anyone. Learn them in this program so Leadership Presence can be yours. Instructor: Melinda Henning

1-hour Tele-Class

Date: August 12, 2005, 2:00 pm Pacific Time

Tuition: \$60.00



Your Vocal Signature: How to Improve Your Speaking Voice

Your voice is as unique to you as your thumb print, yet it can be tuned and expanded for greater credibility and appeal. Become a more versatile, expressive, convincing communicator by participating in this program. You will assess your vocal strengths, then learn exercises to expand your range, adjust pitch and intonation, sharpen articulation, increase warmth and variety, eliminate non-words, and sound assertive without being intimidating. Instructor: Melinda Henning

1-hour Tele-Class

Date: September 9, 2005, 2:00 pm Pacific Time

Tuition: \$60.00

Four Forgotten Principles of Persuasion in Speaking

Lawyers use them to win arguments in court. Children use them to get what they want. You can use them to influence others to adopt your point of view. Team leaders, change advocates, thought leaders—anyone with a strong opinion—will benefit from tapping the power of Primacy, Recency, Redundancy, and Evidence in their speaking. Melinda will show how. Instructor: Melinda Henning

1-hour Tele-Class

Date: September 23, 2005, 2:00 pm Pacific Time

Tuition: \$60.00

Explaining with Analogies and Imagery: A Catalog of Classics, and How to Create Your Own

Complicated concepts and processes can be better understood when they are compared to something familiar. The more visual we can make our explanations, the more likely they are to be remembered. In this program, you'll gain tools to create your own analogies and visual imagery, no matter what your topic.

Instructor: Melinda Henning

1-hour Tele-Class

Date: October 7, 2005, 2:00 pm Pacific Time

Tuition: \$60.00

Credibility: How to Be Believed

How much do people trust you and believe what you say? (And what could be more important to your communication?) In this program, you'll learn five specific ways to project credibility as you speak, both in formal presentations and in conversation. Instructor: Melinda Henning

1-hour Tele-Class

Date: October 28, 2005, 2:00 pm Pacific Time

Tuition: \$60.00

Media Interview Prep

Taking your message public via the media can be one of the most challenging of speaking assignments, even for experienced speakers. The stakes are high. The time is limited. The topics may be controversial and responses heated. This session prepares you to *control* and *leverage* your media speaking opportunities—on radio and television, in conference calls, webcasts, and press conferences—so you'll get the accurate and favorable publicity coverage you need. Instructor: Melinda Henning

1-hour Tele-Class

Date: November 3, 2005, 2:00 pm Pacific Time

Tuition: \$60.00

Creating a Memorable Elevator Speech

Telling people what you do should be the easiest thing in the world. But in practice, most people have little if any idea how to introduce themselves effectively. This one hour seminar will give you an easy-to-follow formula that will help you create an introduction that is clear, compelling and memorable. You'll find out why you should never begin by telling people who you are and what you do. And how to position yourself to effectively eliminate any competition. Guaranteed that the introduction you write by the end of the class will be a marked improvement over anything you're doing now. Instructor: Susan Schwartz

1-hour Tele-Class

Date: September 1, 2005, 2:00 pm Pacific Time

Tuition: \$60.00

Date: September 28, 2005, 2:00 pm Pacific Time

Tuition: \$60.00



Managing your Non-Verbal Communication

What do you say after you say hello? No need to say anything. Because, in the time it took to make eye contact, you've already told someone everything they need to know about you. Now, the question is: what did you say? Non-verbal communication may be the most important and least discussed aspect of our social interaction. It includes everything from your stance to your facial expression. Your body language to the color and cut of your clothes. Non-verbal communication relays attitude, status and credibility more than anything else you can say. If you want to be successful in your efforts you'd better find out what you're saying – lest your non-verbal communication sell you out. Instructor: Susan Schwartz

6-hour Workshop

Please call to schedule your group workshop or individual coaching session

Living Your Ideal Life: 7 Steps to Success

Whether you're an independent business professional, corporate executive, or CEO of your company or household...

- Do you find yourself frustrated or dissatisfied with how life is showing up for you?
- Are you feeling blocked and unclear as to what will help you achieve the success and life you've imagined for yourself?
- Are you ready to step courageously into your full potential and live your Ideal Life?

Designed to help you get clear on what's really important for you *to be, do & have*, this class will help you create your vision of success from a fresh perspective.

Join the Michele Molitor as she leads you through a bold and satisfying journey of discovery. She will share with you the 7 Steps to Success which will help you start to clarify your values and what's important to you, uncover the limiting beliefs that are in your way, and determine what YOUR version of success looks like, to create a clear, compelling vision that pulls you courageously forward towards your Ideal life. These simple, yet powerful tools can immediately help you get on track to where you want to go – joyfully & courageously.

5 things you will learn from this class:

1. Clarify what's important to you
2. Uncover & release your immobilizing beliefs
3. Rediscover your personal and professional vision
4. Create goals to make your vision a reality
5. Embrace structures for long term success

Who is this class suited to?

- Individuals who are ready to unleash their full potential to live their Ideal Life.

Instructor: Michele Molitor

1-hour Tele-Class

Dates: Please call for schedules

Tuition: \$60.00

7-hour Tele-Class (1 hour per week for 7 weeks) plus 30 minutes 1-on-1 coaching by phone and workbook

Tuition: \$745.00

Please call for schedules.



Communication Tools to Empower & Motivate: The Coach Approach

Does this sound like you?...

"I need some communication tools that will motivate & empower my team to create sustainable change and achieve new levels of success in my organization."

"There must be a more effective way to communicate?!"

"We've got a lot of talented, smart people on our team but we seem to spend much of our time resolving conflicts and getting people on the same page. It's costing us both in sales and productivity."

Join Michele Molitar as she shares with you some fresh ideas and tools to enhance your success! This is a powerful class filled with tools and techniques to assist you in expanding your leadership skills, help you remove limiting beliefs that get in your way of success and give you strategies to create sustainable change within your organization. These tools will teach you new ways to listen and communicate with others that enhance levels of understanding, decrease the amount of time spent resolving conflicts and fire-fighting, while helping you and your team move forward to new creative and empowering solutions. Tools which enable everyone on your team to work more effectively and efficiently – improving your bottom line and your peace of mind.

5 things you will learn from this class:

1. Re-align your personal & business values
2. Rediscover the strengths you bring to your work
3. Learn powerful tools you can put to use immediately
4. Expand your leadership capacity
5. Embrace structures for long term success

Who is this class suited to?

Executives, managers, independent business professionals who work with clients, managers and supervisors of teams -- individuals interested in expanding their leadership skills and empowering their team for sustainable results, greater success and enhanced job satisfaction. Instructor: Michele Molitar

1-hour Tele-Class

Dates: Please call for schedules

Tuition: \$60.00

10-hour Tele-Class (1 hour per week for 7 weeks) plus 30 minutes 1-on-1 coaching by phone, 7 triad practice coaching sessions, plus two 1-hour group labs, workbook and online resource library
Please call for schedules.

Tuition: \$745.00

2-day in-person Group Workshop

Please call to schedule your group.

Please call for Tuition

There's No Such Thing as a Cold Call!

... **Compelling Language, Convincing Delivery, Appropriate Persistence, and Quick Rapport**

Your first call inevitably sets the foundation for all the rest. Here is a proven system to get "Yes!" responses to your introductory calls. Capture mind share by positioning your offer as unique. Develop your own vocal charm. Make your voice mail irresistible. You'll boost your call-back ration, shorten your sales cycle, keep your sales funnel full, build trusting relationships, and even find fun (yes, fun!) in your phoning. Most effective when presented in 2 customized half days, 2-4 weeks apart: participants may record themselves between sessions to receive personalized evaluations and feedback. Instructor: Melinda Henning

1 full day (8 hours) or 2 half days (4 hours each)

Please call to schedule your group.



Selling with Stories

When experienced salespeople tire of describing their products and services in terms of features and benefits, they jeopardize their results by boring their prospects. In this program, you'll learn how to make your sales presentations sizzle (face-to-face or by phone) by using stories, told in five easy-to-employ formats, to illustrate important sales points. Your group will also begin an audiotaped archive of selling stories for everyone to use.

Instructor: Melinda Henning

Half day seminar (4 hours)

Please call to schedule your group.

Don't Resist Resistance!

... What To Do When Your Customer Says, "Yes, BUT..."

Successful sales people actually welcome buyer resistance as a spotlight on previously unspoken (often essential) customer needs. In this program, you'll learn how to leverage resistance, whenever it occurs in the sales process, and how to identify it ahead of time. Features Melinda's Resistance Response Grid: 15 different kinds of objections are outlined, and specific tools are offered to manage every one of them. (You'll also learn when resistance should stop you!)

Instructor: Melinda Henning

Half day seminar (4 hours)

Please call to schedule your group.

Surprise! Great Customer Service! by Phone!

Every time you pick up the phone, you have an opportunity to impact productivity and build positive working relationships. This program teaches 22 specific skills to help you exercise your influence, gain cooperation, reduce stress, solve problems, and speed results. Your customers will be happy, your co-workers will be happy, and so will you.

Most effective when presented in 2 customized half days, 1 week apart, so participants may practice their skills between sessions. Instructor: Melinda Henning

2 x half day seminar (8 hours)

Please call to schedule your group.

Expert Listening

Expert listening is a high level skill requiring concentration, focus, feedback, and deep respect. Fortunately, the rewards far outweigh the effort. Expert listening opens doors of communication, builds bridges of understanding, increases empathy, calms conflict, and, as a result, can have a huge impact on productivity and morale. In this program, participants learn the attitudes, values, and behaviors essential for expert listening, and practice the Listen-Reflect-Check cycle in 3 simulated situations: Listening for Information Only, Listening for Information + Emotion, and Listening for Problem-Solving. Instructor: Melinda Henning

Half day seminar (4 hours)

Please call to schedule your group.

Effective Spoken Communication, Day-to-Day

We talk, talk, talk, all day at work, but how effective are we? This program highlights the special challenges and unique power of spoken communication in business, and shows how to structure and deliver information verbally for best results. Participants gain an understanding of how their voice and body language influence credibility, and they actively practice Expressing an Opinion, Presenting a Project Report, and Gaining Support for an Action Plan. Instructor: Melinda Henning

Half Day or Full Day Seminar

Please call to schedule your group.



AB1825 Sexual Discrimination and Harassment Training

California Assembly Bill 1825 mandates 2 hours of management training in dealing with sexual discrimination, harassment and retaliation issues in the workplace, for all companies with 50+ employees/contractors. Training must be completed by the end of December 2005, with ongoing requirements. Did you know that you could be personally sued for your behavior on the job, and that your homeowners' insurance might not protect you? That, as an employee, you could actually lose your personal savings and your house as a result of workplace behavior litigation? Protect yourself and your company from the expensive consequences of employer and employee behavior by preventing problems before they arise. Avoid potential litigation costs that could exceed \$1,000,000 if a case were to go to trial. Understand the legal definitions of the terms, the implications of behavior, what to do if it happens, and how to prevent problems. Enjoy an interesting, entertaining and interactive seminar format from employment law experts. Presented in conjunction with an internal HR person from your company to establish your "go to" person. Signed attendance roster and signed written test assure your company's compliance with AB1825.

Instructor: Thelan Reid & Priest Law Firm in partnership with Mentor Training

2-hour Seminars

Tuition: 1 session \$2,500; 2 consecutive sessions in one day \$4,500; 3 consecutive sessions \$6,500

Please call to schedule your employee seminars.



Our Expert Coaches and Instructors

Melinda Henning

Melinda Henning's Unforgettable Learning Events are memorable and practical seminars, workshops, and coaching sessions that will transform your approach to communication and sales. With 30 years communication teaching and training experience, Melinda has specialized in persuasive spoken communication. She has a gift for helping people find the words, the voice, and the courage to express themselves effectively.

Melinda Henning has an impressive background to help you effect the transformative change you seek for yourself or your organization. Beginning as a teacher at the University of California and in numerous alternative settings including hospitals and rehabilitation centers, Melinda was a pioneer in the field of Therapeutic Education for youth and adults.

In the 1980's, with an MBA in Marketing, she moved into the corporate arena, where she established a notable track record in sales as Account Executive for three national training firms, and began coaching, with a specialty in high-stakes presentations. She taught the renowned PowerSpeaking® program for 15 years, and has completed over 12,000 individual coaching sessions with leaders across the country.

In 1987, she introduced the Doing Business By Phone™ series of Telephone Communication Training Seminars for business-to-business sales and customer service, working with clients such as Hewlett-Packard, IBM, PriceWaterhouse Coopers, Stanford University Hospital, KeraVision, and many others.

Throughout Melinda's work, one central message has formed a common theme: One person *can* make a difference – by speaking.

Michele Molitor

Michele is a catalyst for change, committed to making a positive difference in the lives of business professionals. She does this through one-on-one coaching and group training programs which assist individuals to explore their purpose and values, identify their strengths, learn new skills for communicating, enhance their leadership abilities, and develop personal and professional strategies that assist them in creating a successful career and a meaning-full life.

Michele is the founder of Nectar Consulting, a leadership development & coaching company with over 14 years of business and coaching experience. She is a Professional Certified Coach, Co-Author of A Guide to Getting It: A Clear Compelling Vision, entrepreneur, speaker and leadership development trainer.

Susan Schwartz

Susan Schwartz founded YouWho Branding to offer entrepreneurs and start-up ventures the strategic positioning and communication coaching they need to present themselves effectively in person, in print, and in public.

With 20 years of combined experience in advertising, image management and public speaking, Susan has finely tuned her skills both to understand who someone really is – and to create a memorable message to let others know.

Over the course of her career she has helped position products for a broad spectrum of national accounts, has worked with high-level executives to manage their professional image and has coached dozens of speakers on polishing their presentations.

"Whether you're speaking about a person or a product, I find that the more completely you embrace and express the essence of exactly who-- or what-- you are, the more powerful your presentation becomes," says Susan. Or, as she is fond of saying, "You've got to be you!"

Susan is a past Board Member of the Northern California Chapter of the National Speakers Association and is past president of ProToasties, the Toastmasters Club for speaking professionals. She also attained professional status with the Association of Image Consultants International and Colour Designers International.



Jim and Nancy Vincler

The Vinclers have been helping business people to write better in less time for over 25 years. Jim's background as a professional writer for the semiconductor industry, and Nancy's as a high school English teacher for 11 years gives you real-world expertise. They have specialized in teaching Business Writing since 1977... true experts in their field. Their wonderful no-nonsense approach to business writing helps people produce clear, concise, readable documents.

Attendees learn by receiving personal attention. Their workshops include the substance and the comprehensive materials your employees need for immediate learning and follow-up support. In these hands-on workshops, your team members will learn how to think through a writing project. They will learn how to determine the purpose of each writing job and the best way to achieve that purpose. They will analyze good writing, discuss common business-writing problems, and then apply our guidelines to their writing.

Immediate Results! The Vinclers' diplomatic style allows your employees to discover their strengths and weaknesses. Attendees receive individual in-session coaching as they plan, draft, and edit a current writing project. We respect the time and effort your team will invest to improve a critical business skill. We reward you with immediate results. Your team will enjoy a higher level of learning at a Vincler Writing Workshop.

Thelen Reid & Priest LLP

Thelen Reid & Priest LLP is a national law firm of more than 440 attorneys with offices in Silicon Valley, San Francisco, New York, Washington, D.C., Los Angeles, and northern New Jersey. For over 70 years, they have served a distinguished roster of clients, including many Fortune 500 companies and leading privately owned enterprises.

The focus at Thelen Reid is simple: They are deeply committed to the success of their clients. Their attorneys seek to add value to every client interaction, investing their own time to understand our clients' businesses in order to gain a deeper understanding of their priorities, goals and challenges.

They provide superior legal services to domestic and international clients in a broad array of areas, including labor and employment, employee benefits and compensation, corporate and securities, project and asset finance, complex commercial litigation, intellectual property, tax, government affairs and real estate.

Excellent service requires extraordinary people. They invest considerable resources to recruit, retain and develop talented attorneys and staff. The firm culture encourages creativity, innovation and continuous professional growth to ensure that their professionals are ideally suited to enhance value for their clients.

Diversity is a hallmark of their firm's culture and essential to their success. They value different perspectives and open communication, and continually strive to reflect the diversity of their clients and their businesses. They are the proud recipient of the Defense Research Institute's 2004 Commitment to Diversity Award. In 2003, they were presented with the Bar Association of San Francisco's "No Glass Ceiling Award," which honors success in creating opportunities for women.