

LEAN COMMUNICATIONS

A SEMINAR FOR PROFESSIONALS WITH A POINT

APRIL 30 • 2010

According to Webster's Dictionary, a point is

“an individual detail, a distinguishing detail”

or

“the most important essential in a discussion or matter”

- ▶ How good are you at making a point?
- ▶ How lean is your point?
- ▶ Does your point have impact?



[brain + mouth = impact]

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Lean thinking and practices are popping up everywhere – in construction, production, and in manufacturing where the lean movement began some 20 years ago. So why not in communications? Being lean is perhaps most urgent right now in everyday workplace communications. We're all witnesses to so much communications waste – too many slides, too much rambling, too many hours spent in unfocused meetings – and a lot of missed opportunities to make a point.

In this interactive, hands-on seminar, you will explore and gain experience in the lean communications practices developed by SmartMouth Communications. You will gain insight to help you think more critically about how you make a point. And you will learn to employ some of the same lean principles for your communications as some of the world's largest companies do for their manufacturing: producing according to demand, satisfying customer – or audience! – needs, and most of all creating a value stream.

By the end of the seminar, you will be able to make a point.

This seminar will be limited to 20 participants.

Participants will be pre-screened to ensure compatibility of interests and experience levels.

DATE:
Friday, April 30, 2010

REGISTRATION PRICE:
\$695

TIME:
9:00 am – 4:00 pm

- PRICE INCLUDES:
- ▶ Seminar
 - ▶ Handout materials
 - ▶ Continental breakfast
 - ▶ Catered lunch
 - ▶ Onsite parking

LOCATION:
Ibarra-Brito Building,
438 East 200 South
Salt Lake City, 2nd Floor

“Beth Levine and her SmartMouth instruction have guided me from a fear of public speaking to a comfortable style that suits my approach and qualities. I’d recommend to anyone the benefits from Beth’s expertise and instruction. In addition to learning a lot, you’ll be entertained.”

MAYOR RALPH BECKER, SALT LAKE CITY

“In these challenging economic times, it is more important than ever to be able to communicate clearly and concisely. I heartily endorse Beth Levine and SmartMouth Communications. Beth is engaging and entertaining, but provides solid, valuable information that can be put to use immediately.”

**DEBORAH BAYLE,
PRESIDENT & CEO, UNITED WAY OF SALT LAKE**

“Beth Levine of SmartMouth Communications is a difference maker. There are many options in the world of communications training. Beth sets herself apart with her creativity in presentation and the tangible results her training brings . . . she is equally at ease with rookie athletes, Olympic medalists and executive management leaders.”

**TOM KELLY,
VICE PRESIDENT, COMMUNICATIONS,
U.S. SKI AND SNOWBOARD ASSOCIATION**

“I can’t tell you how much I enjoyed SmartMouth Communications seminars while I was with the Utah Jazz. SmartMouth offers business executives not only opportunities to sharpen their communications skills but also to emphasize key messages as a technique. Beth is a great coach.”

**DENNIS V. HASLAM,
FORMER PRESIDENT OF THE UTAH JAZZ,
ATTORNEY AND BUSINESS EXECUTIVE**

ABOUT SMARTMOUTH COMMUNICATIONS AND BETH NOYMER LEVINE



Beth Noymer Levine has more than 20 years’ experience in the communications field. The majority of Ms. Levine’s work has been in the executive suite, consulting with, preparing, and coaching top management through various communications opportunities and challenges, often in crisis mode. Through her experiences, Ms. Levine came to realize that the effective formulation and articulation of messages is often one of the

single biggest keys to success. Ms. Levine established SmartMouth Communications (www.smartmouthgroup.com) in Salt Lake City in 2005 to provide Speaker Coaching, Presentation Skills Training, and Media Readiness™ Training to a range of clients that include world-class and professional athletes, politicians, non-profit professionals, engineers, doctors, creative types, as well as top-tier corporate executives. She works with each client to achieve the harmony between content and delivery – the brain and the mouth – that suits their individual style and purpose, whether the goal is to enhance image and reputation, or to influence public opinion.

To register, please fill in the form below and either fax to 801-363-4873 or mail to:
SmartMouth Communications
340 Penny Parade Drive
Salt Lake City, Utah 84103

S M A R T M O U T H C O M M U N I C A T I O N S

Please register by April 23, 2010

Name _____ Phone _____

Company Name _____ Title/Position _____

Address _____

City/State/Zip _____

Email _____

Yes, I'd like to attend the Leadership Communications Seminar.

A check for \$695 is enclosed payable to SmartMouth Communications.

Please charge the \$695 registration fee to my: American Express VISA MasterCard Discover

Account # _____ Expiration date _____ Billing ZIP code _____

(required for processing)

Signature _____

I cannot attend this time, but please keep me informed of future seminars.

For further information, email info@smartmouthgroup.com.

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