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Six-Pack Communications Training Addresses Scheduling and Budget Constraints

An innovative concept called Six-Pack Communications Training is being introduced by Write Company Plus, a 15-year-old communications training company that has done business in all 50 states as well as in Europe and Asia.

Designed by owner Dr. Kathleen Begley to meet the needs of today's time- and money-crunched organizations, the program offers clients the opportunity to choose six from a list of 18 topics to be covered in a single day.

Each mini-workshop lasts 50 minutes and includes a five-minute introduction, an original work book, an interactive exercise, colorful PowerPoints, and precise takeaways.

Depending on the client's scheduling software and other variables, participants can take as few or as many of the programs as they wish.

Topics include Writing Email with Less Stress and More Speed, Using Body Language Effectively, and Leading Your People in Difficult Times.

During a recent pilot at a New York-based consulting firm, the program received outstanding evaluations for content and instruction. Over 90 percent of attendees described Dr. Begley as "energetic," "knowledgeable," or "humorous."

"Let's face it. The days of the five-day workshop are over," Dr. Begley says. "Organizations today lack both the time and the money to spare employees and executives for an extended period of time. Key people need to be in the office, not away at some far-off retreat.

"Six-Pack Communications Training provides training departments with a way of providing valid and worthwhile learning to busy individuals. It also addresses the issue of ever-shortening attention spans. I'm certain this concept fills a significant need."

Dr. Begley, who studied adult learning as part of her doctoral work, is the author of seven books, including "Face to Face Communication" and "Writing Persuasively."

She belongs to the American Society for Training and Development (ASTD), the Society for Human Resource Management (SHRM), and the National Speakers Association (NSA).

For more information, contact Dr. Begley at 610-429-1562 or at KBegley@writecompanyplus.com.

Note: The six items in this envelope are meant to underscore for you – we hope in a funny, memorable way -- the six-pack concept.