



# Los Angeles

The Institute for Management Studies, 201 West Liberty Street, Suite 100, Reno NV 89501

SUBJECT	<b>HIGH-YIELD COMMUNICATION: GETTING THE RESULTS YOU NEED</b>		
FACULTY	DR. DILIP ABAYASEKARA		
LOCATION	Kyoto Grand Hotel (formerly The New Otani Hotel) 120 S Los Angeles St., Los Angeles, CA 90012 (213) 629-1200	DATE	Tuesday, October 19, 2010
		REGISTRATION	8:30 AM
		SESSION	9:00 AM - 4:00 PM

## TIME TOPICS

40%	<b>Your behavioral style – tendencies, motivations, fears, limitations</b>
	<ul style="list-style-type: none"> <li>• Other behavioral styles</li> <li>• Communication preferences of behavioral styles</li> <li>• How to connect with any style</li> </ul>
25%	<b>A powerful five-step approach to connect with any audience</b>
	<ul style="list-style-type: none"> <li>• The first brain and its impact on receptiveness</li> <li>• Three keys to effective audience analysis</li> <li>• Making your message crystal clear</li> <li>• The power of passion</li> <li>• Secrets of speaking to the whole person</li> </ul>
20%	<b>Listening – the secrets of great conversationalists</b>
	<ul style="list-style-type: none"> <li>• Overcoming obstacles to effective listening</li> <li>• An eight-step approach to listening like a champion</li> <li>• Guiding difficult one-on-one conversations</li> </ul>
15%	<b>Essentials of persuasion and keys to human motivation</b>
	<ul style="list-style-type: none"> <li>• Models of persuasion</li> <li>• Practical applications of persuasive knowledge</li> </ul>

## SEMINAR DESCRIPTION

In countless surveys, when business executives are asked to name the most critical attributes for success in their organization, invariably, communication skills are at or near the top of the list. We spend years learning our technical craft, but spend comparatively little time on the key attributes of speaking, listening, and understanding human behavior. This session will focus on the most profound aspects of communication that will enable participants to rise above the pack. We will learn about the fundamental human behavioral styles, how those styles have different communication preferences, and how we can tap that knowledge to connect with persons of any preferred communication style. Participants will learn a proven five step approach that will enable them to speak so that audience members will listen, learn how to listen themselves, and also how to use this knowledge in “difficult” one-on-one conversations. Finally, we will learn the essentials of persuasion, gain insights into human motivation and learn how to translate these insights into practical applications. Time for questions and practice sessions will be set aside to allow participants to transform their knowledge into practical skills that will take them to the next level of communication excellence.

## FOR RESERVATIONS

**Michael Alley**  
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## FACULTY



**DR. DILIP ABAYASEKARA, A.S.** is a professional speaker, trainer, and speech coach. His focus, through his training company, Speaker Services Unlimited, is to help people discover their own genius and find their path of fulfillment. One of his favorite quotes is: "If you want to change the world, don't wait for the world to change; just look at the old world with new eyes." Dr. Abayasekara has helped many people discover their "new eyes" through his keynote speeches, private customized speech coaching, seminars and workshops in the areas of communication & presentation skills, creative thinking, relationship building, customer service, sales, leadership and spirituality. Dr. Abayasekara was born and raised in Colombo, Sri Lanka. He attended college in the USA, earning an A.A. at Palm Beach Junior College, a B.S. in Chemistry at University of Florida, and a Ph.D. in Organic and Polymer Chemistry at Virginia Commonwealth University. After working for 12 years as an industrial scientist, he surrendered to his avocation - connecting, influencing, and enriching others through the power of the spoken word. Dr. Abayasekara was twice a finalist at Toastmasters International's World Championship of Public Speaking, placing second in 1992. He is among a small number of Toastmasters who have received accreditation by Toastmasters International for professional level speaking skills and outstanding contributions in public speaking. Dr. Abayasekara also serves as Special Assistant to the President of Central Pennsylvania College. He is also an adjunct faculty member of central Pennsylvania College in Oral Communications and is an adjunct faculty member of Eastern University's School of Professional Studies in the area of Managerial and Interpersonal Communications. Among Dilip Abayasekara's clients have been the Pentagon, The Hershey Corporation, the United Nations Development Programme in Sri Lanka, Beneficial National Bank, PNC Bank, Household Financial Services, USA, Mid-Atlantic Federal Credit Union, Consulting Engineers Council of Delaware, Pennsylvania Higher Education Assistance Agency, Central Pennsylvania College, and Delaware Pharmaceutical Society.

## GUIDE TO PARTICIPANT SELECTION

SENIOR EXECUTIVE  
(Pres, Exec & Sr. VP)

EXECUTIVE  
(VP & General Mgr)

SENIOR MANAGER  
(Div. & Reg. Mgrs)

MIDDLE MANAGER  
& SUPERINTENDENTS

3	3	3	3	3	3	3	3	3	3	3	3	3	3
2	2	2	2	2	2	2	2	2	2	2	2	2	2
1	1	1	1	1	1	1	1	1	1	1	1	1	1
1	1	1	1	1	1	1	1	1	1	1	1	1	1
Admin	Distrib	Engr	Finc	H.R.	Legal	Mktng	IT	Ops	Ping	Pchsg	R&D	Sales	

APPLICABILITY

"1" indicates primary target audience

"2" indicates a good fit if the level of material is appropriate

"3" indicates (in the opinion of the Institute and faculty) limited applicability.

## FOCUS

PRIMARY

### LEADERSHIP DEVELOPMENT:

Commitment, Communication, Decisiveness, Initiative, Interpersonal Relations, Motivation, Performance Standards

SECONDARY

### EXECUTING/CONTROLLING/EVALUATING:

Decision Making, Use of Authority, Discipline, Follow Up

TERTIARY

### PLANNING/ORGANIZING:

Problem Identification, Generate and Obtain Plan Support

LEVEL

Introductory  Intermediate  Advanced