



**Ruby Newell-Legner, CSP**  
Speaker • Trainer • Author

## Ruby's Program Topics that can be customized for your group

### **Leadership Training and Development**

- ◆ Talent Management: How to Attract, Hire, Reward, Motivate, and Train the Very Best People
- ◆ Succession Planning: Developing Tomorrow's Leaders Today
- ◆ Leadership Strategies: Things you Must Know to Survive
- ◆ Reenergizing Employees by Redefining Organizational Values
- ◆ How Effective Leaders Communicate
- ◆ How to Run a Successful Meeting
- ◆ 7 Star Customer Service: Starting at the Top to Impact the Bottom Line
- ◆ Understanding and Dealing with Change
- ◆ Networking Strategies: Building Professional Relationships
- ◆ Raising the Bar in Guest Relations
- ◆ How to Create and Deliver Powerful Presentations

### **Supervision/Management**

- ◆ Be More than a Manager: Coach your Staff to High Performance
- ◆ How to Attract and Select Great Employees!
- ◆ How to Develop an Effective Employee Training Program
- ◆ Turning Managers into Successful Supervisors
- ◆ Encouraging Staff Development: The Performance Appraisal Process
- ◆ Facing the Challenge of Challenging Employees
- ◆ Train the Trainer
- ◆ Convenient, Customized, Community-Oriented and Cool: Meeting the Needs of the Younger Generations

### **Front Line Skills - Staff Development & Teambuilding**

- ◆ Secrets to Keeping Our Customers Happy!
- ◆ Exploring the Front Desk Experience: helping your frontline learn to shine
- ◆ Stay COOL: Create Ongoing Opportunities to Love your Job, Your Customers and your team
- ◆ Promoting Positive Internal Customer Service
- ◆ Dealing with Upset Customers
- ◆ How to Work Effectively with Your Boss
- ◆ Time Tactics to Make You More Successful

### **Keynote**

- ◆ Reflections from the Rear View Mirror: Study Your Past to Create your Future

**These programs are described in detail on the following pages. Each program can be presented in a 3 hour workshop format or shortened to fit in a 1.25 hour time slot for a conference breakout session. Ruby's keynote can be presented in 45 minutes or up to 2 hours.**

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## Ruby's Program Descriptions

### **Talent Management: How to Attract, Hire, Reward, Motivate, and Train the Very Best People**

Description: Studies have proven that happy employees are more productive and will positively affect the bottom line of your business. Each of your staff members comprise your “human capital” and represent your agency in every program, class, and contact with your users. How can you enhance your onboarding process, your employee engagement and your staff development program to encourage positive, professional representation? In this workshop, Ruby will walk you through case studies of how others have succeeded at this monumental task. Examine in depth each stage in the talent management life cycle from employee acquisition to retirement.

Session Learning Objectives - participants will:

- ◆ Identify key elements of onboarding – the hiring and orientation process
- ◆ Explore success strategies of employee engagement –what does it take to keep them happy and productive?
- ◆ Delineate characteristics of a synergist employee development program
- ◆ Discuss reward and recognition programs that motivate your staff

### **Succession Planning: Developing Tomorrow's Leaders Today**

Description: One of the biggest challenges any organization faces is preparing for the future by identifying the leaders of tomorrow. Succession planning ensures that there are highly qualified people in all positions, not just today, but next year, and five years from now. Global talent shortages and shifting workforce demographics are forcing us to face this reality. Fifty-three percent of companies are facing significant talent shortages today and this percentage will grow as baby boomers start retiring. In fact, the U.S. Bureau of Labor Statistics estimates a shortage of 10 million workers by 2010. Will you be ready?

Session Learning Objectives - participants will:

- ◆ List strategies for identifying key positions for succession planning
- ◆ Identify key developmental activities including mentoring, coaching, job rotation, and traditional educational programs
- ◆ Outline key guidelines for meaningful appraisals and formalized feedback processes to close the gaps between the skills these managers possess today and the skills they will need tomorrow

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## **Leadership Strategies: Things You Must Know to Survive**

Description - In today's challenging business climate, companies are turning to proven leaders to develop new strategies and organizational initiatives. A rapidly changing workplace calls for new ways to work and lead. The effective leader will have developed new skills and talents for managing continuous change while balancing accountability. In this session, participants will examine the practical skills necessary to be an effective leader in today's workplace.

The following strategies will be addressed in this session to help leaders take their organization to the next level:

1. Leadership begins with personal insight and development and a commitment to continuous improvement of yourself and others.
2. Leadership thrives when the leader knows who they are, what they stand for and where they want to go with their team.
3. A successful leader hires the right people, creates opportunity for promotion, promotes from within and has a succession plan for creating future leaders.
4. True leaders create a positive work environment that inspires productivity, teamwork and communication.
5. Your success as a leader is directly proportional to your ability to influence.

Participants will learn how to:

1. Define the difference between administration, management and leadership
2. Identify if they are an administrator, manager or leader
3. Outline the key elements of influence and why it is important to the success of their role
4. Evaluate themselves on what it takes to be a leader

## **Reenergizing Employees by Redefining Organizational Values**

Description - In this changing time, we need to innovate, adapt, shift and transform the way we do business. To be the most effective, we must identify and define core values to act as a guiding force. Shared values and beliefs can be the "glue" which holds an effective organization or team together.

An effective values program can provide your organization with many benefits including linking personal and organizational values, providing clearer direction and milestones for measuring and tracking progress. Clearly defined values can provide a framework to achieve and sustain optimum performance and cost effectiveness.

Ruby can teach you how to embody your organization's values and use these guiding forces as a framework for making decisions about the future of your agency. This framework will enable you to embrace the unknown and proceed with renewed confidence and direction.

What you will learn in this program:

- ◆ Create greater harmony and shared purpose by defining values within your organization
- ◆ Identify how to gain buy-in from every individual and department
- ◆ Build a foundation for planning, decision making and hiring
- ◆ Create a plan for unveiling agency-wide values to the employees

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## How Effective Leaders Communicate

Description - Leaders who stand out from the crowd are those with exemplary communication skills. Offering consistent and timely information presented in a positive manner can increase employee satisfaction and retention and have a positive impact on your bottom line. Your entire organization can run more effectively and you can focus your energy on proactive planning instead of being in the reactive mode.

Repeatedly, communication is cited as the most frustrating aspect of a business. Employees don't feel included in decisions or honored for their ideas. Come learn how to increase your business effectiveness by using these no fail strategies to improve communication in your organization.

Participants will learn how to:

- Use two simple rules to energize staff to be problem solvers
- Effectively praise staff for their positive efforts
- Select and use appropriate communication channels
- Extinguish "Toxic Talk" that may be polluting morale
- Ask effective questions that encourage dialogue
- Eliminate one word from your vocabulary to promote positive perceptions
- Leave a positive impression with every conversation
- Be assertive when addressing performance shortcomings with staff
- Approach "Courageous Conversations" with confidence
- Incorporate listening skills to promote two-way communication

## How to Run a Successful Meeting

Description - Are you the "Meeting Master" or the "Meeting Monster?" Research tells us that some executives spend 21 hours a week in meetings. This can either be a very expensive waste of time or a tremendous investment in the future. In this session, learn to create an environment that promotes synergy and productivity. Get practical ideas for improving your meetings and your communication.

What you will learn in this program:

- ◆ The difference in poor meetings and good meetings
- ◆ How to forecast your meetings
- ◆ How to use the room to set the tone of the meeting
- ◆ How leaders behave and demonstrate professionalism in a meeting
- ◆ What to do after each meeting to assure success

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## **7 Star Customer Service: starting at the top to impact the bottom line**

Description: - As our customers expect more and more from us, the demand on our frontline employees becomes more intense. How can we help them develop the tools to excel in their job of representing our agency so we can grow our business? How do we overcome interdepartmental boundaries so that everyone is providing an exceptional level of service throughout the organization?

In this session we will explore management's role in promoting a positive guest experience at all levels of the organization. Come discover how to make well-integrated service delivery a reality.

In this session, participants will:

- ◆ Explore customer service concepts and techniques for managing front-line service providers all the way up to the top leaders of the organization
- ◆ Outline the cycle of service for your organization so that you can develop standards for each step in the cycle
- ◆ Clarify expectations that must occur in a timely manner to deliver excellent service.
- ◆ Identify communication techniques that create seamless service systems
- ◆ Develop strategies to promote positive interactions among the employees to promote, produce and delivering exceptional service
- ◆ Discover employee interactions that are critical to service excellence and then design agency-wide practices to support them

## **Networking Strategies: Building Professional Relationships**

Description - Success in our personal and professional life is embodied in the interpersonal relationships we maintain. This program will help you develop the people skills and communication strategies to develop your Power Network. In this session, Ruby will help you tap into the rich network of contacts that surrounds each of us.

What you will learn in this program:

- ◆ Recognize how to prevent your conversations from being a FLOP
- ◆ List questions to ask people to promote dialogue
- ◆ Identify how to stay in touch and maintain your resources
- ◆ Outline what NOT to do with your new network

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## Understanding and Dealing with Change

Description - Taking care of business currently means managing perpetual motion. In today's volatile business climate your organization has to keep reshaping itself, shifting and flexing. Organizations and companies can't run things the old way, even if they desperately want to. The good news is that change can come bearing gifts and opportunities. In this session, learn valuable tools to meet new challenges and to play by the new rules.

What you will learn in this program:

- ◆ How to identify characteristics of successful change masters
- ◆ How to outline a consistent communication tool to enhance understanding
- ◆ How to utilize the "Concerns-Based Adoption Model"

## Raising the Bar in Guest Relations

*\*this program is more suited for a conference session or for in-house training for supervisors, not for frontline staff training*

Description - We all know that good guest relations are crucial to the success and prosperity of every business. But if you already have a guest relations program in place and are doing all the "right" things then how do you move to the next level in customer satisfaction? What steps do you take and how do you bring your employees with you? Join Ruby Newell-Legner, a specialist in training guest relations staff, as she explores how to raise the bar in serving your patrons.

Participants in this program will learn how to:

- ◆ 16 specific ways to raise the bar in guest relations
- ◆ "Best practices" from exceptional agencies
- ◆ How to clarify customer service standards for your staff
- ◆ How to turn a one-time visitor into a frequent guest and advocate

## How to Create and Deliver Powerful Presentations

Description - Do you cringe at the thought of speaking in public? Fear of public speaking is common and it is an acquired behavior. It's also one that can be permanently overcome. This session will help you gain a new outlook toward your fear of the spotlight and develop the skills and courage to stand up to your everyday speaking challenges. Ruby will teach you how to make a positive impression whether presenting to fellow professionals, or complete strangers.

What you will learn in this program:

- ◆ How to avoid the common mistakes that presenters make
- ◆ How to properly prepare for a presentation
- ◆ Creating a blueprint for your presentation
- ◆ Making a lasting first impression
- ◆ Keeping your audience's attention
- ◆ Answering questions in a positive manner
- ◆ Beginning strategies for developing a slideshow using Microsoft PowerPoint

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## **Be more than a Manager: Coach your Staff to High Performance**

Description -            Do you light the fire under your people – or stoke the fire within?  
                                 Do you command behavior or inspire performance?  
                                 Do you control your staff or foster commitment?

Whether it is to improve performance or to develop tomorrow's leaders, coaching is a key skill that every manager needs to succeed. Become a trusted mentor and develop a reputation as a people developer. Make your job easier when employees build their skills, improve performance and independence.

In this session, Ruby will review how to offer feedback – a coach's main tool for effecting change. Come learn how to conduct discussions with employees that address performance and behavioral problems and establish an action plan for improvement.

What you will learn in this program:

- ◆ strategies of successful coaches
- ◆ behaviors that establish or inhibit rapport
- ◆ guidelines for effective feedback
- ◆ tips for holding difficult conversations

## **How to Attract and Select Great Employees!**

Description - The secrets for selecting the right employees are key survival tactics for successful managers. Evaluating job candidates is complicated and time consuming. In this session, Ruby will teach you how you can avoid the pitfalls and make consistently good selections!

What you will learn in this program:

- ◆ 13 sources of recruitment
- ◆ 6 questions to ask yourself when writing a job description
- ◆ 7 most common mistakes interviewers make
- ◆ 6 ways to set the environment for an interview
- ◆ 5 key areas to focus your questions
- ◆ 9 rules for selecting the best candidate

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## How to Develop an Effective Employee Training Program

Description - Total quality performance calls for workers with solid basic skills. In this session, Ruby will teach you how to help employees fine-tune their skills - your secret weapon for nurturing loyal staff members. Learn training strategies for introducing new employees to your organization and how to improve their skills as they develop.

What you will learn in this program:

- ◆ Strategies for a positive learning environment
- ◆ Key elements of an effective employee orientation program
- ◆ How to develop an employee-training checklist
- ◆ How to clarify expectations beyond a job description
- ◆ How to provide the tools your employees need to do their job efficiently and effectively
- ◆ 10 steps to holding a disciplinary session

## Train the Trainer Program

*\*This program has been sponsored annually each spring by Illinois Parks & Recreation Association. It can also be tailored to your association for a stand alone workshop or conference session. We can also present the program in-house. Recommended time-frame 2-3 days.*

Description - To stay competitive, productive, and profitable successful organizations must recognize the need for ongoing, results-driven training programs. Don't leave your staff development to chance. Send your leaders to this powerful training workshop which will enable them to grow your organization and prosper with newfound skills.

A well thought out, well-delivered employee training program can make a substantial difference in your future. Are you ready to bring on new staff and develop the ones who are already part of your team?

Come learn how to design, deliver, and evaluate your training program for maximum effectiveness. Leave with a complete training outline that can be used immediately for a new employee orientation program that help inspire new staff members to excel in their new role.

How often have you admired and envied those who make presentations with ease and confidence? Do you wish you had the talent to motivate, persuade, and hold the attention of a group? You can do that and more! Take specific steps to overcome the fear of speaking or to develop your presence in front of a group. Learn the essentials of planning your presentation. Learn the techniques that best brings you ultimate presentation success.

This powerful seminar puts the latest trends and techniques at your fingertips. Whether you've been training for a while or never stepped onto a platform before, this workshop will show you how to build confidence, engage your audience, and leave your participants praising you as a trainer and speaker.

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## **Convenient, Customized, Community-Oriented and Cool: Meeting the Needs of the Younger Generations**

Description: Are you prepared to engage the millennial consumer?

As baby-boomers move towards retirement, an even larger generation with potentially greater influence is emerging. Millennials, also known as generation Y – the roughly 80 million individuals born between 1982 and 2001 in the US alone – outnumber baby-boomers today and will continue to grow in influence as the majority of millennials reach adulthood over the next decade. Moreover, they have billions of dollars in collective purchasing power.

In an era of text messaging, user-generated content and real-time online collaboration, what steps will your organization take to tailor the customer experience for the millennial generation?

What you will learn in this program:

- ◆ 10 ways to meet the needs of the Younger Generations
- ◆ A new perspective on how Millennials see the world differently
- ◆ Tips for marketing to Millennials that will get their attention and engage them in a purchase

## **Turning Managers into Successful Supervisors**

Description - As the demands on a manager increase, the job grows and changes. This growth, however, can sometimes create challenges for supervisors, who are now called upon to be "all things to all people." In this session, Ruby will share ideas that will help you develop your skills to be the best you can be and how to motivate your staff to be at the top of their game as well. Remember, supervision is not a role - it's a relationship.

What you will learn in this program:

- ◆ Characteristics of good supervisors
- ◆ 5 reasons supervisors fail
- ◆ Steps for clarifying expectations with your staff
- ◆ Ways to develop your staff
- ◆ Tips for improving communication
- ◆ Hints for improving time management and delegation
- ◆ How to be a good role model
- ◆ Ruby's Top 10 Hints for success

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## **Encouraging Staff Development: The Performance Appraisal Process**

Description - Performance appraisals are often given a bad rap. They're seen as time consuming, inefficient and unproductive, often accomplishing little more than ticking off employees who feel under attack while giving the manager a bad case of acid indigestion. This workshop turns that entire scenario around, offering a system that encourages communication and helps employees understand their jobs better, what is expected of them and where they are going within the organization.

What you will learn in this program:

- ◆ 5 most desirable characteristics of a leader
- ◆ Desirable attributes of accurate appraisals
- ◆ 5 levels of initiative
- ◆ 3 biggest secrets of an effective performance review
- ◆ Key steps to planning the appraisal interview
- ◆ 7 questions that most employees want answered in their reviews

## **Facing the Challenge of Challenging Employees**

Description - Difficult employees can be toxic to an organization. If their issues are not addressed, these staff members can cost organizations thousands of dollars due to high employee turnover, lower employee productivity and contribute to an overall poor working environment. For your organization to succeed, you must address the issues of problem employees effectively, while maintaining the productivity of your department. No small task for any manager.

What you will learn in this program:

- ◆ How to head off potential problems and conflicts through establishing performance standards
- ◆ How to design a performance planning system to promote improvement
- ◆ How to document and terminate employees who can't be salvaged

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## **Secrets to Keeping Our Customers Happy! \* Ruby's most popular program for staff training**

Description - Success in business and customer service go hand in hand. It's no secret why certain businesses keep their customers happy. They win their customers' trust and loyalty by developing long-term, satisfying relationships. This training program will help you develop skills to consistently promote and deliver positive service with every customer encounter.

This program is very interactive. It includes brainstorming, checklists, small group discussions and activities that will improve both internal and external customer relationships.

What you will learn in this program:

- ◆ Respect what customers want and understand why customers complain
- ◆ Improve customer loyalty and retention
- ◆ Use listening as a skill to enhance relationships
- ◆ Use telephone skills to enhance perceptions
- ◆ Handle concerns with diplomacy and tact
- ◆ Use the S-O-F-T-E-N Technique to win over angry customers
- ◆ Choose your words carefully to leave a positive, professional impression

## **Exploring the Front Desk Experience: helping your frontline learn to shine**

Customers form 10 impressions of you and your business in the first 5 seconds of interaction. Take a deeper dive into the world of great first impressions and customer retention! In this workshop, Ruby gives your staff all the practical information they need to provide stellar customer service. The dynamic content of this workshop teaches your staff how to confidently interact with every customer at every encounter in a way that leaves a positive impression. Ruby will share 7 elements linking the front and back end of sales and service to create a positive and seamless patron experience. Ruby will help us understand how to implement the principals of 7 Star Service into your daily operations. This workshop is a must for any organization who wants to grow their business.

In this session, participants will learn:

- How to clarify expectations with your frontline staff
- Advanced tips for dealing with difficult or angry customers
- Proven steps to create loyal customers who want to keep doing business with you
- Communication tools to help your employees serve all customers efficiently and effectively
- The 7 elements that link front and back end sales and service that creates a seamless patron experience

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## **Stay COOL! Create Ongoing Opportunities to Love your Job, your Customers and your Team\*\***

Description - Imagine a workplace where everyone works like a team, confidently promotes customer satisfaction and comes to work every day with a positive attitude.

Sounds like a "COOL" place to work huh?

The upbeat energy created by that kind of work environment can be positively contagious. In this session, we will explore what it takes to create such an atmosphere. We will investigate camaraderie, taking responsibility to leave a positive impression on every customer and how our individual perspectives can make it a long day or a *Fun* day.

Participants in this program will learn how to:

- ◆ Promote teamwork and create camaraderie with your coworkers
- ◆ Develop and maintain a high level of morale within the "ranks"
- ◆ Elevate your customer service standards by improving the perceptions you leave with every patron
- ◆ Recognize the need to take responsibility for having a positive attitude and what to do when a teammate is having a bad day

**\*\*This program is best suited for an in-house training session not as a conference breakout.**

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## Promoting Positive Internal Customer Service

Description – To offer outstanding customer service for our patrons, we must first provide excellent service on the inside of our organization. What steps are you taking to create a culture where every employee understands the importance of positive internal customer service? When employees at all levels of the organization embrace a high level of service on the inside, then positive service can be delivered to the outside.

This seminar teaches principles of positive communication, support and problem solving through promoting an encouraging workplace. Productivity and morale will improve when internal customer service is embraced, promoted and strategically planned. Come hear Ruby's tips for promoting positive internal customer service that leads to synergistic interdepartmental communication and camaraderie.

What you will learn in this program:

- ◆ Characteristics of positive internal customer service
- ◆ How to build a positive attitude for internal and external customer service
- ◆ Steps to creating a reputation that embraces teamwork and camaraderie
- ◆ Tips for stopping the negative gossip and rumors that plague a negative work environment
- ◆ Strategies for improving communication with individuals and departments throughout the organization
- ◆ Preferred channels and best practice protocol for communication to make sure all parties are kept "in the loop"
- ◆ How to deal with a whiner/complainer who is holding the organization back from it's full potential and dragging their co-workers down with them
- ◆ Guidelines for decision making to assure that all necessary parties are involved from the beginning
- ◆ Tips for changing your perspective to change your life

## Dealing with Upset Customers

Is the customer always right? No ... but they are the customer and we must do everything we can to resolve their issues and turn them into loyal advocates. Come learn how to diffuse their anger and turn them into life long fans.

You'll learn how to:

- ◆ Choose the right mindset when working with challenging customers
- ◆ Avoid what makes customers upset
- ◆ Identify what angry customers are looking for
- ◆ Determine what visual cues you need to send to customers to calm them down
- ◆ Review the reasons why a customer might be unhappy and the challenges of dealing with them
- ◆ choose specific words that promote positive customer relations
- ◆ Teach your staff best practices of how to respond appropriately to their concerns to defuse an angry customer

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## How to Work Effectively with Your Boss

Description - Have you ever noticed how some people move up the ladder of success faster than others? In this workshop, explore tactics that will help you improve your relationships with your supervisor and help you feel better about your job.

What you will learn in this program:

- ◆ Characteristics of successful people
- ◆ How to project a professional image
- ◆ How to focus on "Career Advancement" instead of just a "Job"
- ◆ 6 tips to get the promotion you want and deserve
- ◆ A quiz for determining how well you communicate with your boss
- ◆ 8 deadly sins that may irritate your boss
- ◆ Ruby's Top 10 reminders for success

## Time Tactics to Make You More Successful

Description - Are you struggling to find balance in your life? Do you come into work early, stay late, or have to work weekends to get your work done? Do you spend so much time in meetings or putting out fires that you don't have enough time to plan your future? Do you wish you had more time for your personal life? If you answered, "Yes" to any of these questions and want to become more efficient, effective, and productive, the steps you need to take are covered in this program. Use this common sense approach to find more time in your day, to be more productive and to get your life back in balance!

What you will learn in this program:

- ◆ Discover how to destroy (or at least minimize) the top ten time eaters
- ◆ Setting priorities using the "A-B-C" list
- ◆ The Four D's of paperwork
- ◆ Pareto's Law - the most fundamental law in time management
- ◆ Guidelines for effective daily planning
- ◆ Using technology to save time

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## **Ruby's Keynote: Reflections in the Rear View Mirror: Study the Past to Create Your Future\***

Description - Recognizing what you have learned from life's lessons could be the single most important leadership skill today. Join Ruby for a reflective journey down memory lane and learn to apply strategies from your personal experiences and daily observations. Discover insights about the way you think and behave, then create your plan for a positive future.

In this session, Ruby will reflect on specific lessons that allowed her to learn the following:

- ◆ To compete in what we offer, we must stand apart from the competition.
- ◆ Part of our responsibility is to educate our supporters along the way. A pre-planned elevator speech is part of that education process.
- ◆ Ya gotta love what you do to be happy!
- ◆ Find what you are good at and embrace it.
- ◆ Develop partnerships - you can't do it all yourself.
- ◆ Plan for the future and keep moving forward.
- ◆ Embrace the positive people in your life and thank them for supporting you and your endeavors.

\*This program can also be delivered for workshop or conference breakout sessions as well as in a keynote format.

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