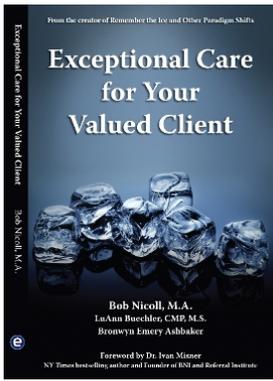


BOB NICOLL



Bob is the author/creator of **Remember the Ice and Other Paradigm Shifts**. **Remember the Ice** is an easy to learn, yet comprehensive program that teaches you: *There is Power in the Clarity of your Articulation.*™ Communication is at the core of all of your interactions and transactions, and RTI enhances your message. He earned his B.S in Psychology in '72 and M.A. in Counseling in '74 and has Certifications in both Rational Behavior Therapy and Neuro-Associative Conditioning Systems. He helps you increase sales with **BETTER word choice!**

Remember the Ice helps you enhance your most important skill: communication with family members, friends, clients, co-workers — anyone who is important to you. It helps you stay focused on your task and accomplish your goals because you are conveying your message, and articulating your thoughts in a clear, precise manner. You eliminate confusion and gain confidence in your message and ultimately attract more of what you want.

*Communication is of the utmost importance in business, networking, and life in general and Bob Nicoll's **Remember the Ice** program demonstrates how powerful results can be achieved in all areas, simply by focusing on word choice. I highly recommend it to everyone."* **Dr. Ivan Misner, NY Times Bestselling author and Founder of BNI**

I knew within moments of meeting Bob Nicoll that his message was HUGE!! It is a life changing paradigm shift that will give new power to your communication and forever change the way you articulate thoughts and ideas. **Mark Taylor, Executive Director, BNI Houston East**

Bob is a Wordsmith, Trainer, Author and International Speaker. Since 1991 he has honed his articulation skills and developed his innovative program. In October 2008, his first book **Remember the Ice and Other Paradigm Shifts** was released and his second book: **Exceptional Care for Your Valued Client** in April 2011

His trainings and talks have been presented to a wide variety of companies and organizations:

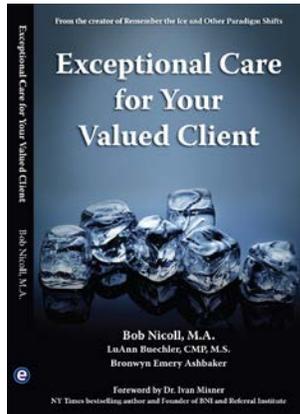
- BNI International Conference Kuala Lumpur, Malaysia; Long Beach, CA
- BNI National Conference Orlando, FL - Milwaukee, WI - Pittsburgh, PA - Providence, RI
- Alaska Broadcasters Association – Keynote Speaker
- Ecademy BlackStar Meetings – Mechelen, Belgium - Hoogland, the Netherlands - Copenhagen, Denmark - London, England Ljubljana, Slovenia; May 2009
- Network Connect '09 Event, Bridgwater, England; May 2009
- BNI Portugal and Ecademy BlackStar – Douro Valley, Portugal; June 2009
- Morgan Stanley Smith Barney, Anchorage, AK
- Presenter, Get Connected 2009 Conference, St. Petersburg, Florida and Presenter/Sponsor of Get Connected 2010 Conference, Miami Beach, Florida and Get Connected 2011 Conference, The Woodlands, TX
- AlaskaUSA Title Agency & AlaskaUSA Mortgage Company – Anchorage, AK
- BNI Regions – Houston, TX –Anchorage, AK - Reno, NV - San Diego, CA - Framingham, MA - Milwaukee, WI - Augusta, GA – San Antonio, TX – Salt Lake City, UT
- KYES TV -5 Anchorage, AK
- Chase Bank – Las Vegas, NV – Wells Fargo, Anchorage, AK
- District 2 Toastmasters Int'l – Lynnwood, WA
- American Society for Training and Development, Anchorage, AK and Spokane, WA
- Alaska SHRM Annual Meeting – Keynote Speaker, Anchorage, AK
- Xpand Realty, Las Vegas, NV

Bob and his wife Nancy live in Kalispell, MT and have two adult children and twin grandchildren. His passions include travel, photography, golf and *“helping shift people’s paradigms”*. With **Remember the Ice**, he is sharing a message that *“helps you attract the life you want through empowering word choice”*.

For booking information, contact: Nancy Nicoll 406-270-7947 or nancy@remembertheice.com



Bob Nicoll is the creator of **Remember the Ice** and the author of: ***Remember the Ice and Other Paradigm Shifts*** and: ***Exceptional Care for Your Valued Client***.



Bob Nicoll, Chief Paradigm Shifter

Increase sales with **BETTER word choice!**

Communication is at the core of every personal moment, experience, transaction and interaction. **Remember the Ice** is a comprehensive **word choice** program that increases your sales with BETTER word choice! Find out how a simple change in word choice resulted in a [500% increase](#) in sales in less than 5 weeks!! Bob is an expert at helping you **Re-Frame** your message. If you are in marketing, advertising or sales: you want to have him train your organization so you can get the bottom line results you are looking for: **INCREASED SALES!!**

Words mean things. When you use the right words to articulate your message and couple it with congruent physiology; you begin to demonstrate what **Remember the Ice** helps you understand:

There is Power in the Clarity of your Articulation.™

Remember the Ice and Other Paradigm Shifts was released on October 14, 2008 and since publication, is already in all 50 States and 40+ countries: Bahamas, Australia, Canada, United Kingdom, Malaysia, India, Thailand, Vietnam, China, Scotland, Portugal, Switzerland, France, Philippines, New Zealand, Sweden, Norway, Malta, The Netherlands, Belgium, Spain, Italy, Denmark, Slovenia, Germany, Ireland, Russia, Ukraine, Costa Rica, South Africa, Cameroon, Mexico, Argentina, Colombia, Brazil, Singapore, Hong Kong, Japan, Uganda, Nigeria, Egypt, and Sri Lanka.

Exceptional Care for Your Valued Client, released April 29, 2011, is the second book from Bob Nicoll, creator of the empowering word choice concept: Remember the Ice. As with his first book, ***Remember the Ice and Other Paradigm Shifts***, he has teamed up once again with Bronwyn Emery Ashbaker, an extraordinarily gifted developmental editor. Exceptional Care is about providing just that—*Exceptional Care*. So Bob sought out LuAnn Buechler, an insightful, delightful lady with 30 years' experience in creating exceptional care for her valued clients via her hospitality and event planning skills.

“Exceptional Care for Your Valued Client raises the bar when it comes to current thinking and ideals regarding customer service. With just one read-through it will shift your paradigms in a way that will proactively position you and your business for success.” *Dr. Ivan Misner, NY Times Bestselling author and Founder of BNI and Referral Institute*



It all began on July 23, 1991...

In a convenience store on Northern Avenue in Phoenix, AZ, the manager had placed a couple of signs above his cash registers. His intention was to encourage his patrons to buy more ice during the hot desert summer. I lived across the street from this store and came to know him. Rick was working one day as I made a purchase. This time I paused and asked him how his ice sales were going. Perhaps you might think this a strange question. Alas, I am intrigued by words and their juxtapositions as well as the outcomes of behavior.

You see, the signs above the cash registers read: **Don't Forget the Ice!** I asked Rick how sales were going. His reply was less than favorable. I paused and asked if I could make a suggestion. I mean, after all, this was Phoenix—in the desert—in the middle of the summer. (110+ degrees in the shade)

“Rick, do you have a couple of pieces of paper and a magic marker?” I inquired. He gave me the items and I quickly made two new signs for him. The new signs were **Remember the Ice!**

I left with a knowing smile and purposely stayed away for about a month. When I did go back to the store I spoke with Rick about his recent ice sales. “I have seen a 500% increase in the last 4-5 weeks. Sales are great!”

I smiled and explained what I had done. “If I say to you: Don't think of the color **blue**. What color are you thinking of?”

“Why **blue** of course” he replied.

“Of course.”

Now if I say “**don't forget the ice**”, what will you forget?

“Hmmm...the ice.”

“Right.”



Presentations

Bob has shared his message of **BETTER Word Choice** to a wide range of audiences, across the U.S. and in several countries.

Keynotes:

- Get Connected Conferences
 - St. Petersburg 2009
 - Miami 2010
 - The Woodlands, TX 2011
- Alaska SHRM (Society of Human Resource Management) Annual Meeting, Anchorage, AK
- Alaska Broadcasters Association, Anchorage, AK
- Wells Fargo Bank Annual Managers Meeting, Anchorage, AK
- Women's Entrepreneur Meeting, Anchorage, AK
- President's Club - AlaskaUSA Mortgage Company, Anchorage, AK
- International Networking Week, BNI San Diego
- Highland Tech Charter School (High School), Anchorage, AK
- ASTD (American Society for Training & Development), Spokane, WA
- BNI Regional Conferences
 - Houston, TX
 - Milwaukee, WI
 - Augusta, GA
 - San Antonio, TX
- Business Enterprise Program, Div. of Labor, Anchorage, AK
- Int'l Networking Week, BNI Northern Nevada, Reno, NV – BNI Houston East, Houston, TX
- Alaska Writers Guild, Anchorage, AK
- National Association Professional Mortgage Women, Anchorage, AK
- District 2 Toastmasters Conference, Lynnwood, WA

Trainings:

- Xpand Realty, Las Vegas
- Shout Legacy, Las Vegas
- BNI Chapters:
 - Framingham, MA
 - Clearwater, FL
 - Reno, NV
 - Milwaukee, WI
 - San Diego, CA
 - Houston, TX
 - Augusta, GA
 - Anchorage, AK
 - Salt Lake City, UT
 - Ogden, UT

- Morgan Stanley – Smith Barney, Anchorage, AK
- President's Club - AlaskaUSA Mortgage Company, Anchorage, AK
- AlaskaUSA Title Company, Anchorage, AK
- Alaska Oncology & Hematology, Anchorage, AK
- IDEA In-service, Galena, AK
- Aflac, Anchorage
- BNI National Conference, Milwaukee, WI
- Incredible Networking Event, Houston, TX
- Project Keepers, Anchorage, AK
- Switchboard Alaska (Answering Service), Anchorage, AK
- Improve My CreditUSA, Houston, Texas
- Keller Williams Real Estate, Anchorage, AK and Houston, TX
- LEAD Program, Alaska Native Tribal Health Consortium, Anchorage (7 times)
- Swan Employer Services, Anchorage, AK
- Tati Broadcasting, Anchorage, AK
- Carter & Associates, Anchorage, AK
- Public seminars, South Jordan, UT
- Nudge, American Fork, UT
- Rimrock Telecom Services, Pleasant Grove, UT
- Nspired Networking, Evans, GA

International Speaking, including keynotes, trainings, webinars:

- BNI Chapters – London, UK; Porto and Lisbon, Portugal, Sri Lanka
- BNI/Network Connect 2009; Bridgwater, Somerset, England
- Toastmasters – Lisbon, Portugal
- Ecademy Black Star Meetings
 - London, UK
 - Mechelen, Belgium
 - Copenhagen, Denmark
 - Ljubljana, Slovenija
 - Douro Valley, Portugal
 - Hoogland, the Netherlands
 - Mirepoix, France
- BNI International Members Event, Kuala Lumpur, Malaysia
- Webinar for Innoesis Business Management, Mumbai, India
- BNI Webinar – Sri Lanka
- World's Longest Webinar, Nottinghamshire, England



REMEMBER THE ICE

THERE IS POWER IN THE CLARITY OF YOUR ARTICULATION.®

Praise for [Remember the Ice](#) and Other Paradigm Shifts

"Communication is of the utmost importance in business, networking, and life in general and Bob Nicoll's [Remember the Ice](#) program demonstrates how powerful results can be achieved in all areas, simply by focusing on word choice. I highly recommend it to everyone." [Dr. Ivan Misner, NY Times Bestselling author and Founder of BNI](#)

Bob's [Remember the Ice](#) program will get under your skin very quickly. You will notice yourself hesitating in mid-sentence to ask yourself "Is this what I really want to say?" Bob says that there is Power in the Clarity of our Articulation and he should know. As a Psychologist Bob's interest in linguistics and powerful word choices led him to study the Psychophysiology of Words. With a voice blessed for Radio and Public Speaking Bob's program is going to sell like gangbusters- By the way, when are you picking up yours? --[Frankie Picasso, the Unstoppable Coach, Institute for Quantum Living and Conscious Design, Global Flying Hospitals, Toronto, Ontario, Canada](#)

Bob is a great and effective networker. First his story about a salesman, who had posted a sign in his store asking people "not to forget" the ice in a 100°F environment. He was "not" selling his ice as everybody kept forgetting it as suggested in the sign. When Bob changed the message positively to Remember the Ice, the salesman made a big stride into his commerce of ice, and he was thankful. [Trinto Mugangu, Mugangu Foundation \(FONDAMU\), Kinshasa, DR Congo, Zaire](#)

Empowering and enlightening beyond measure! Remember the Ice is surely the most brilliant book I have read in a long time. Bob is a true master of effective communication, his masterwork "Remember the Ice" shows in a simple, yet powerful manner there really is power in the clarity of your articulation! Bob invites us to pay close attention to the way we communicate and the words we choose to convey our ideas to others. If you are frustrated by the results you are getting in your business even though you know your products/services are of far greater quality than your competitors, this could be due to the words you use in your daily communication with others; this powerful book will show you with elegance how better word choices can immediately impact your life for the better, on many levels. There was "The Secret", now this is "The Real Big Secret", remember to read this book at the earliest opportunity! --[Christophe Poizat, Founder & Chairman International Network of Social Entrepreneurs \(INSE\), Nice, France](#)

Bob is a unique person who knows how to connect his enormous domain knowledge and life experience with business. He is polished, result oriented and passionately committed to [Remember the Ice](#) - a really special program for better communication that is magnificent and something you probably have never seen before. Keep up the great work Bob! [Marek Kulbacki, Braindating Inc., Wroclaw, Poland](#)

As my high school students would say, Bob Nicoll rocks. As a teacher of writing and communication, I think Bob's message regarding the importance of word choice resonates with clarity, purpose and vision and shows how language can create positive energy in one's life. [Sharon Winzeler, Raleigh, NC](#)

Working with Bob over the past few weeks has increased my ability to have an abundance mentality in all that I do. I no longer view problems as stumbling blocks but as unique situations that require a different angle of approach. Bob has taught me that between stimulus and response, one has the freedom of choice, and that through the clarity of our articulation we can change the world around us. [Adam Heafner, First Rate Financial, Anchorage, Alaska](#)

In the Broadcasting community we tend to believe we are great communicators. We have never been so wrong. Bob Nicoll's Remember the Ice and Other Paradigm Shifts adds a whole new dimension to effective communication. Remember the Ice has improved my skills as a broadcaster, dramatically improving my end product. Today's fast paced business world demands the ability to effectively communicate your message, Shift your Paradigm..... Remember the Ice! [Holly Knight, Sky Watch Traffic, Anchorage, Alaska](#)

You probably read few testimonials about an Alaskan from a Texan, but Bob Nicoll is an exception. I just met Bob through a video at a BNI seminar in Houston, Texas and began communicating with him. He is the real thing. In addition to the great message through his book, Remember the Ice, he walks the talk by giving back as a philanthropist. Bob is someone you need to know. [Gail Stolzenburg, Texas High Achievers, Houston](#)

What an inspiration! I thought I was the most positive person I knew and then I read 'Remember the Ice' and realized I can be better! I've told everyone I know about it and I'm doing the exercises for an even more positive life! Thank you, Bob! [Rickie Josen, Miss Jones Concierge, Birmingham, West Midlands, UK](#)



REMEMBER THE ICE

THERE IS POWER IN THE CLARITY OF YOUR ARTICULATION.®

I'm seeing phenomenal results personally and professionally by applying what I've learned from friend, Bob Nicoll. He truly has a gift for explaining clearly, concisely and with great passion, exactly how to transform your life when you choose to eliminate common every day negative words from your vocabulary. It's more than that though; because he goes on to give simple, easy to apply principles, along with concrete examples of powerful new word choices. Remember the Ice is so much more than some self-help book or just another positive mental attitude program. It is a new way of life. A life you will love creating one new word choice at a time. Do yourself a favor and give yourself, and a friend, the gift of this book. You'll be glad you did. My mom always said, "I can't never does anything." She was right and Bob Nicoll is, too. [Chaz Simmons, Service Printing, Anchorage, Alaska](#)

Bob's material is extremely useful for all marketers and should be checked out. In our over-cluttered marketing world, the precision and clarity his work offers is a must-read and I wholeheartedly encourage you to do so. Checkout his [Remember the Ice program](#) now if you want to develop your marketing communication skills beyond the next level. [Terry Kyle, Author/Editor, 400 Latest & Greatest Small Business Ideas From Around the World, London](#)

I met Bob at the BNI Ampang chapter in Kuala Lumpur where he gave a scintillating talk on the importance of "remembering the ice". Bob will help you break down the English language into its component parts before sticking it back together in a way that will ensure you get better communication with fewer words. "Remember the Ice" is just one item in his box of linguistic tricks. If you want to make your words count without counting your words; use Bob's programme. [Matthew Pigott, Publicist, PP-PR, Walton-on-Thames, Surrey, UK](#)

Praise for [Exceptional Care for Your Valued Client](#)

If your new clients have increased, yet your client list is the same size, then this is the book for you. Bob, LuAnn and Bronwyn show you examples of everyday common mistakes that produce the opposite of what we desire in customer service. By learning how to reframe our words and our thoughts, we can create a "CAN DO" environment that empowers us to solve our client needs and allows us to demonstrate they are valued. Happy clients are loyal clients! Growing AND retaining your client base is how you move forward. As a business consultant, I will be recommending this book to all of my clients. [Amy Kilpatrick, President and Co-Founder, Nspired Networking Enterprises, LLC](#)

[Exceptional Care for Your Valued Client](#) shows us how metaphysical ideas applied to business can transform and enrich us and those who work with us. [Barnet Bain, Owner, Chance to Choice Solutions, Producer, "What Dreams May Come, The Celestine Prophecy"](#)

[Exceptional Care for Your Valued Client](#) raises the bar when it comes to current thinking and ideals regarding customer service. With just one read-through it will shift your paradigms in a way that will proactively position you and your business for success. [Ivan Misner, NY Times Bestselling author and Founder of BNI and Referral Institute](#)

Exceptional Care of your customers and clients means you create signature moments that propel them back to your business forever. Give them exceptional care and they return the favor. Blueprint your business by this book—expressing exceptional care clearly and powerfully—and discover how you receive a Work Positive lifestyle! [Dr. Joey Faucette, Work Positive: How to Work Positive in a Negative World, www.ListentoLife.org](#)

Exceptional client care. What a great idea! What a rare experience nowadays! Everyone talks about delivering great service but so few actually do. If there was ever a need for help with this subject, it's now! You will get fresh insights from THE master of word choice, Bob Nicoll. Bob combines his talent for powerful articulation with practical ways to deliver the kind of service that sets you apart from the rest. Read this book!! [Mark Taylor, Executive Director, BNI Houston East](#)

[Exceptional Care for Your Valued Client](#) is an excellent book for anyone committed to providing the best possible service for their clients. This book will help you communicate effectively with your customers and your staff, making it easier than ever for your business to grow and thrive. You may be reminded of some things you already know, but when you ask yourself, "Am I DOING that?" you will understand the real value of this book. [Robert MacPhee, Founder and President, Heart Set, Inc., Author: "Manifesting of Non-Gurus" Founding Member: Transformational Leadership Council](#)

The first time I met Bob and heard his Remember the Ice story, I knew he had a paradigm shifting message to share. In [Exceptional Care for Your Valued Client](#), Bob, LuAnn and Bronwyn have set a new standard for businesses on caring for their most precious commodity--their clients. This book will change your perspective on caring for your clients. It changed mine. [Thomas Power, Chairman, Ecademy](#)



Bob Nicoll is the creator of **Remember the Ice and Other Paradigm Shifts**. He earned his Bachelor of Science in Psychology in 1972 from Davis & Elkins College and Masters of Arts in Counseling in 1974 from West Virginia University. In 1975 he received his certification in Rational Behavior Therapy from the Outpatient Psychiatric Clinic at the University of Kentucky Medical School under the direction of Maxie C. Maultsby, Jr. MD. He furthered his skill set in 1991 by earning his certification in Neuro-Associative Conditioning Systems from the Robbins Research Institute in San Diego under the direction of Anthony Robbins.

As the creator of **Remember the Ice (RTI)**, Mr. Nicoll brings over 24 years of personal application. In his books, eBooks, Audio Programs and Coaching programs, there are numerous stories of successful implementation of the concepts. With his extensive background in counseling and his postgraduate studies, as well as experience in working with a wide array of clientele, Mr. Nicoll has amassed thousands of hours of practical application of the program.

The coaching Mr. Nicoll does with his clients incorporates a wide array of counseling skills and experience. He has over 40 years of experience in counseling hundreds of individuals and has been presenting seminars and keynote talks to sales organizations and various groups since 2005.

There are currently six main products available from **Remember the Ice**:

1. **Remember the Ice...and Other Paradigm Shifts** the book (Released October 2008) is 176 pages and is available in digital format for \$5.99 on www.remembertheice.com, in the product section and it is available on Kindle from Amazon.com for \$5.99. The Audio Book (Released April 2009 and read by the author) is on iTunes and sells for \$9.99.
2. **Exceptional Care for Your Valued Client** The book (Released May 2011) is 264 pages and is available in digital format for \$5.99 on www.remembertheice.com in the product section and it is available on Kindle from Amazon.com for \$5.99.
3. **Remember the Ice Coaching Program**:
 - Individualized 16 week program also with one hour sessions is \$899/month with a 4 month commitment (\$3,596.00 total). (Save \$599 and pay \$2,997.00 at the initial meeting). Tele-coaching or in person where available. Includes the books.
 - The 10 week Corporate Program for a minimum of 5 participants has a \$697.00 cost per person. Each session is 60-75 minutes. Tele-coaching or in person where available. Includes books.
4. **Articulation Proofing**: Let Bob review the content of your website and/or brochures and marketing materials, to make sure your message is at its peak of empowerment. This service is available for only \$499.00, for up to 35 pages of content. Request a quote for larger websites. Articulation Proofing for Policy Manuals is quoted separately. Standard minimum fee is \$499.00 for up to 100 pages. Request a quote for larger manuals.
5. **Keynote Speaking** engagements are available for \$5,000.00 plus expenses. This powerful presentation (60-90 minutes) will have your audience clamoring for more! The fee also includes 200 copies of Bob's books: **Remember the Ice and Other Paradigm Shifts** or **Exceptional Care for Your Valued Client** to be distributed as you wish. Additional copies available at 50% off cover price.
6. For a more intensive workshop with impactful results, let Bob provide a **training program** for your company. Incorporate **Remember the Ice** in your customer service, sales, and marketing programs, and watch the empowering results. These training programs are available for \$10,000.00/day plus expenses or \$25,000.00 plus expenses for an intensive 5 day experience. Up to 200 copies of his books are included. Additional copies are available at 50% off the cover price.



REMEMBER THE ICE

THERE IS *POWER* IN THE *CLARITY* OF YOUR *ARTICULATION*.[®]

To schedule a speaking engagement, please contact the exclusive booking agent for Bob Nicoll, Wordsmith, Author, Speaker;

Nancy Nicoll: 406-270-7947

nancy@remembertheice.com

To order products, or to find out more information about **Remember the Ice**

Bob Nicoll, Author, Chief Paradigm Shifter: 702-423-1383

bob.nicoll@remembertheice.com -

Remember the Ice via the Web:

www.remembertheice.com

Increase sales with BETTER word choice!!



Course Syllabus for One Day Training

8:00 to 9:00AM: Overview of the program. Introduction to Remember the Ice: Creating better communication, (k)not by (k)not. How a simple story about shifting “a couple of words” became an empowering word choice phenomenon. So what are the (k)notty words? And why do I want to eradicate them?

9:00 to 9:15AM: Break

9:15 to 10:30AM: Learning How we Learn. The process of Education and Re-Education. Why the term Cognitive-Emotive Dissonance is so important.

10:30 to 10:45AM: Break

10:45 to 12:00Noon: Empowering vs. Dis-empowering Word Choice. Dumping the Shoulds and Absolutes. Introduction to Respectful Elegance. Participants will have the opportunity to work on their new word choices in group exercises.

12:00Noon to 1:15PM: Lunch break

1:15 to 2:30PM: Physiology and Congruency in your Articulation. How and why your actions are worth thousands of words. How Respectful Elegance, Physiology & Congruency, and Framework of Rapport combine to become your focus for enhanced relationships. Art of Conversation & Asking Specifically. Imagine your customers loving your service and products and wanting to have more of them! More opportunities for experiential learning here!

2:30 to 2:45PM: Break

2:45 to 4:00PM: Good news: You get to choose how you feel. Understanding the ABCs of Emotion and how Circling the Situation helps you come up with empowering alternatives. Again, more group exercises here as well.

4:00 to 4:15PM: Break

4:15 to 5:00PM: The Next Right Thing! Now that you have reached the beginning of the story, you can see how the pieces fall into place. Word choice exercise and wrap up.



Course Syllabus for 5 Day Training

Each day will begin at 8:00AM and run to 5:00PM. There will be 15 minute breaks at 9:00AM, 10:30AM, 2:30PM and 4:00PM. Lunch break will be from 12:00Noon to 1:15PM each day. The best part of having a 5 Day Experience with over 33 hours of intensive training is the opportunity to dive into the material and experience it personally. Each section will have several interactive exercises. Each participant will be required to read the book: **Remember the Ice and Other Paradigm Shifts** prior to the training. This will enhance the overall impact of the program.

Each participant will bring with examples of the work they perform for the company. Marketing materials, sales brochures, policy manuals, website content, emails, etc. One of the goals is to realize the impact of your word choice within your organization and with your most important people—your customers and clients!

Communication is at the core of every personal moment, experience, transaction and interaction. Whether you are engaged in self-talk or presenting to a large audience, your word choices will have a significant impact on the results you achieve; and help you create a culture of confidence

This intensive program will help you attract more of what you want. Focusing on word choice moves people to perform better; achieve higher goals; get the job done more effectively and feel better about what they are doing. They perform! That is what an organization wants!

So here is the breakdown of the week's material:

- | | |
|----------------------|--|
| Monday Morning: | Chapter 1: Remember the Ice: Creating Better Communication (k)not by (k)not |
| Monday Afternoon: | Chapter 2: Learning How You Learn: Process of Education and Re-Education |
| Tuesday Morning: | Chapter 3: Empowering vs. Dis-empowering Word Choice: Dump the Shoulds and Absolutes |
| Tuesday Afternoon: | Chapter 4: Respectful Elegance |
| Wednesday Morning: | Chapter 5: Physiology & Congruency in Your Articulation: How & Why Your Actions are Worth Thousands of Words |
| Wednesday Afternoon: | Chapter 6: Framework of Rapport |
| Thursday Morning: | Chapter 7: Good News: You Get to Choose How You Feel: ABC's of Emotions |
| Thursday Afternoon: | Chapter 8: Circling the Situation: There are no Opposite Sides |
| Friday Morning: | Chapter 9: The Next Right Thing: How to Use the Tools You Now Have |
| Friday Afternoon: | Appendix and Wrap Up. What do I do now? |

“MAKE A POINT AND TELL A STORY”

BillGOVE
SPEECH WORKSHOP

THIS IS TO CERTIFY THAT

Bab Nicoll

Is hereby awarded the Corporate Speaker designation in accordance with the guidelines of the
International Association of Corporate Speakers



Steve Siebold

Steve Siebold, CSP, CPCS

Dawn Andrews

Dawn Andrews, CPCS