



The Art of Human Relations

A Recipe for Success®

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Does your company invest in technology and marketing?

If yes, are you investing in your human resources to leverage those investments?

Overview:

With technology overwhelming our senses, human relations is becoming a dying art. However, as humans we still crave interaction with people and an emotional connection that makes us feel valued. In fact, perfecting and using the *art of human relations* can profoundly impact the quality of one's life and the success of one's business.

The Art of Human Relations is a 12-hour course designed to awaken the spirit and help participants create their own *recipe for success* in life. Graduates of the Program achieve higher levels of customer service, and nurture better relationships with co-workers – as well as family and friends. Regardless of position, title, age, income, life stage or aspirations, we each have the opportunity to take control and enjoy a more fulfilling and purposeful life by learning and practicing exceptional human relations skills. Ultimately, more positive (happier) people with improved interpersonal and communications skills make better employees, sons or daughters, spouses, parents, coaches, and volunteers.

For companies and organizations - large and small - during a time when personal service is mediocre at best, there are vast opportunities to maximize success, growth and profit by enhancing the service that is delivered to customers. In this day and age when we rely heavily on technology, we must remember that computers cannot smile or greet us or make us feel valued. The new *art of human relations* is balancing technology with people, and high tech with high touch to maximize growth and profit while enhancing the lives of people all around us. Human relations skills are on a continuum - no matter where a participant starts, he/she has the ability to move up on the continuum; *The Art of Human Relations - Recipe for Success* provides the ingredients, the steps and tools, and a unique way to mix and combine the ingredients to achieve the desired outcomes and a customized communications approach for each individual.

Through lecture, classroom discussion, group exercises, and real-life practice, participants will learn about generational issues, attitude control, communication styles, emotional intelligence, innovative problem-solving, teamwork, change, accountability, and much more. Participants have said, "This course has changed my life."

To get the greatest impact from the program, it is recommended for all employees. The program was designed in this manner in order for organizations and companies to help create or reinforce the culture they want. By having all employees learn together, not only are they learning from one another, but they are also creating strong bonds that will forever benefit your organization and each individual. Plus, the concepts create an exceptional opportunity to establish a good understanding of expectations and develops mutual respect among employees at all levels. The program helps people, regardless of age, title, position, etc., realize the impact they have on all of the people around them (customers, fellow employees, etc.) and how they can change their behavior to make a positive impact on others - which, in turn, brings great things back to them.



Benefits (for individual participants and company overall):

1. Attract, expand and retain customer relationships, contributing to enhanced profits;
2. Develop effective communications skills by balancing high tech with high touch;
3. Create and maintain nourishing relationships at home, at work, in the community and beyond;
4. Enhance creativity and innovation, personally and professionally;
5. Encourages accountability with decision-making;
6. Lead a more purposeful life!

Ingredients:

This Program allows companies and organizations to “set the table” (set expectations) for success. It entices participants to sample human relations ingredients and mix their own recipe, test it and serve it to their customers, family and friends. As the program progresses, participants hunger to learn more and satisfy their cravings to achieve even greater success.

The course is held over six weeks, two hours per week with real-life practice in between each class. The concepts build upon one another each week, providing participants the insight and understanding to apply the learning according to their values and beliefs, resulting in behavioral changes, and enhanced communication, sales and service abilities.

Modules:

1. Understanding your values, understanding yourself.
2. Enhancing communications with The Platinum Rule, generational insight, and attitude agility.
3. Believing in your abilities to empower yourself and embrace change.
4. We’re all in this together; teamwork and more.
5. Innovation, problem-solving, conflict resolution and choices.
6. Balancing high tech with high touch communications.
7. Taking Ownership.

What makes this program unique?

The Art of Human Relations is delivered in a unique manner in which participants can relate, understand and embrace the tools. At the conclusion of the program, all participants will have their own recipe of ingredients, inspiration, skills, tools and knowledge to support their ongoing ability to create outstanding interpersonal relationships and deliver exceptional service.

Costs:

Facilitation fee for all 6 classes:	\$2,500.00
Participant materials:	\$ 75.00 per participant
Mileage to and from training location:	Current IRS mileage rate

Example: For a staff of 20 that’s an investment of approximately \$200.00 per employee. This program can be positioned as a gift to your employees because it enhances their professional and personal skills and relationships.



References:

Rob Wheeler, Owner, J. Edward Knight Insurance Co.
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Joanne Campbell, Sr. Vice President
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About the facilitator:

A professional speaker and award-winning author, Lee Ann Szelog began her life as an extremely shy child. At the age of 7 she decided she wanted to overcome her fear of talking to people. Since then she challenged herself every day to speak up, write and conduct presentations and overcome her fears. Her persistence paid off; after enjoying a successful 28-year career as a marketing and training executive, Lee founded *Simply Put*, a limited liability company, specializing in presentations and programs to help people live life rather than react to it. As a successful speaker, training consultant and author, she shares her secrets to success by providing inspiration, information and action points in every class, workshop, keynote presentation and one-on-one coaching she conducts.

In 1987 Lee met her husband Tom when their mutual interest in lighthouses connected them. When they wed in 1989 they began their life together living in their dream home, a lighthouse on the Maine coast, which is documented in their multi-award-winning book, *Our Point of View-Fourteen Years at a Maine Lighthouse*, featuring Marshall Point Lighthouse in Port Clyde, Maine where they resided for 14 years. Moving to their second dream home in 2002, a log cabin in the Maine woods, they created the book, *By a Maine River - A Year of Looking Closely*, which explores the natural beauty found in their own backyard in Whitefield, Maine and inspires people to consider wildlife conservation, beginning in their own backyards.

What audiences say about Lee (more testimonials at www.leeannszelog.com):

“The Art of Human Relations - A Recipe for Success” was truly an investment in my Company and employees, and I highly recommend it to any business who wants to have a competitive advantage with attracting, retaining and expanding customer relationships. My goal was to provide a learning opportunity for my staff to expand their professional competencies in the area of customer service. Much to my amazement, the results from this 6-week class were far reaching, both personally and professionally. At the conclusion, employees emotionally shared how they successfully improved communication and relationships - not only with customers and co-workers, but also with their spouses, children, and friends. I personally can attest to the value of the concepts, as I too, use them at work and at home with my family. Not only did we learn techniques and tools, but we learned how to apply them effectively and consistently. Having all my employees attend class together provided additional benefits I didn't expect; we learned and grew in the spirit of cooperation and collaboration as we shared our experiences. It is evident that human relations skills are more important than ever in this “high tech” day and age. The enhanced customer service skills, teamwork, confidence and interpersonal relationships that were realized from this program will contribute to the ongoing success of my Company. I not only highly endorse this program, but I also recommend Lee Ann Szelog, the co-author and facilitator of the course. Her unique style, expertise and passion for the subject matter made it meaningful and comprehensible for all of us.” Robert Wheeler, J. Edward Knight Insurance Company

“I recommend this class to any company that wants to improve the attitude of the staff and the overall success of the business.” Germaine Waltz

“The Art of Human Relations class injected me and my coworkers with a wealth of information and confidence.”
Denise Hopkins