

**What's Your Point?**  
***Avoid 7 Top Communication Mistakes &  
Gain Your 21<sup>st</sup>-Century Competitive Advantage***

Course Code: 551  
3 Continuing Education Credits — 3 hours

*"Making mistakes is not the problem—in fact, it's essential to progress. Consciously and unconsciously repeating the same mistakes over and over, without learning from these short-comings, is the real mistake." — PJ Wade*

***What's Your Point?*** emphasizes that business success in the future—next cell call, next text, next email, next conversation, next meeting, next day, next week, next year—is your choice. Do you know what your point is and how to make it, that is, ***how to understand and be understood, effectively, confidently, and consistently, in any situation, in any medium?***

If you are not clear what point you are making and why, how can you communicate effectively? And that's how mistakes happen...

1. If you don't know which point you need to make in a specific situation, you'll make mistakes which may not be as evident to you as they are to others—until it's too late.
2. If you don't understand why a particular point is relevant to an individual prospect or client, you'll make mistakes which may appear to the other party as disinterest or self-interest—eroding precious-accumulated trust.

Years of experience do not automatically make you an expert communicator. The length of your career does not automatically guarantee you're "the best" in your field, or even the best you can be. Nor do "know-it-all" confidence, an encyclopedic memory, Jeopardy-speed retrieval, or workplace seniority always add up to expert status. **You may believe you have all the answers, but do you really understand what the new questions are?**

**To book PJ Wade: [priority@TheCatalyst.com](mailto:priority@TheCatalyst.com)**

## What's Your Point?

### ***Avoid 7 Top Communication Mistakes &***

### ***Gain Your 21<sup>st</sup>-Century Competitive Advantage*** (cont'd)

**Seven Common 20<sup>th</sup>-Century Mistakes**, which get in the way of making your 21<sup>st</sup>-Century point, continue to linger on—online and off—for a number of easily-reversible, but misunderstood reasons. These errors are harmful because they are *common* and have been repeated almost as long as business has existed. Since they are virtually invisible to the perpetrator, these seemingly simple mistakes are not simple for individuals to eliminate permanently. These errors plague businesses and practices across industries, professions and sectors, so your profession and industry are not immune.

Join Strategist PJ Wade for The What's Your Point? Challenge and you will begin to understand what you need to unlearn and unknow in these redefining times. Explore strategies for avoiding The Seven Common 20<sup>th</sup>-Century Communication Mistakes and discover:

- Which of The Seven plague your 21<sup>st</sup>-Century communication efforts
- What will surprised you about your effectiveness and that of others
- Which solutions will have the most impact for you and your client relationships
- What must change so that you avoid these mistakes in the future and concentrate on consistently and effectively making your point, in any situation, in any medium.

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## **About Facilitator & Catalyst PJ Wade**

Futurist and Strategist PJ Wade earned her title "The Catalyst" by translating the dynamic impact of boomers and their multi-generation families into relevant business, workplace, and lifestyle trends. PJ's age-free, borderless view of the future keeps her in demand as strategic coach, business strategist, and provocative speaker. PJ's wide-ranging knowledge of emerging trends and cross-generation influences reinforces her talent for *Forward Thinking*—a stimulating ability she demonstrates regularly.

Author of 8 books and more than 1800 published articles, PJ is a popular featured media commentator on radio and television, in print and online. PJ's latest business book is "What's Your Point?" (CatapultPublishing.com).

Her firm, also known as The Catalyst, provides advanced education, strategic communication, and cross-generation collaboration services to the financial, housing, hospitality, tourism, lifestyle, and service sectors—and to the consumers they serve.

**For more, visit [www.TheCatalyst.com/continuingeducation.html](http://www.TheCatalyst.com/continuingeducation.html)**