

**Say What You Mean & Mean What You Say:  
Avoid 3 Common Mistakes That Undermine Your Message**

Course Code: 554

3 Continuing Education Credits — 3 hours

*"The most significant differences between you and your competition lie in client perceptions of differences in the experience of dealing with you and with your competition. Success lies in constructively managing this perception."*

— PJ Wade

**It sounds easy, "Say what you mean and mean what you say." Failed client relationships, prospecting dead-ends and frustrated professionals prove that, in spite of the best intentions, this constructive clarity is not as easy to achieve consistently as assumed.**

If you don't know why your communication works or does not work, how can you adjust your message or adapt your style to increase effectiveness with your target market? What conscious effort do you make to ensure your message and services remain relevant in our continually-changing world?

Clarity of purpose and surety of direction are crucial to success in any and all ventures. Before you make a significant decision, invest in a new campaign, hire an assistant, design anything, end something, or commit your time and energy in anyway, make sure you know exactly what "my point" is. For instance, before branding is effective, it is essential to clarify which problem or problems you solve for target clients and how your solutions are an improvement over those offered by the competition.

As *The Catalyst*, PJ Wade challenges participants to refocus, refine and re-purpose communication goals, techniques and methods. Using practical, relevant demonstrations, PJ guides participants through communication strategies that illustrate what "out of the box" thinking can achieve. Combine this with proven communication methods and emerging technologies to:

- Improve relevance for target prospects, clients and past clients
- Streamline and integrate online and off-line marketing
- Convert prospects and clients into action mode
- Refine services and enhance products
- Leverage knowledge-driven opportunities.

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

## **Say What You Mean & Mean What You Say** ***Avoid 3 Common Mistakes That Undermine Your Message*** (cont'd)

*"Business communication must be Strategic Communication—across media and across generations, from social media to sustainable relationships—because results matter every time for you and your clients." — PJ Wade*

Join this dynamic session to open your eyes to missed opportunity, unconscious self-defeating patterns and simple practical solutions:

- Learn the most important question to ask yourself, and to answer, before you start anything
- Discover how 3 commonly-overlooked mistakes undermine your message, waste time, damage credibility and frustrate prospects and clients, too
- Learn renewal strategies for achieving goals in even the toughest markets—innovative, easy-to-apply approaches for differentiating yourself and your practice
- Examine powerful self-leadership techniques for improving your return on investments of time and resources

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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.

PJ also understands the Media from both sides: first, as a professional journalist, broadcaster and a long-term member of The Canadian Association of Journalists and of Women in Film and Television; second, as a featured media commentator on radio and television, in print and online. Popular author and columnist, PJ has 8 books, more than 1800 published articles, blogs and broadcast programs to her credit, and she continues her internationally-acclaimed online column "Decisions & Communities." PJ is currently writing "Unretirement & Other Essentials," an innovative series of print and ebooks for Boomers and their professional advisors. 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)**