

the
ART of **Change**
skills for life.



2 0 1 5 O V E R V I E W

Are you looking for just the right speaker or training program to make your next meeting or event a memorable success?

The Art Of Change presenters
Dr. Rick and his daughter **Aden Kirschner**,
deliver engaging and entertaining interactive experiences
that change lives and organizations for the better.

MASTER THE ART OF CHANGE

You can create today for a better tomorrow. But changing things for the better is not a science. It is an art, and change artists are needed. Change is inevitable, but progress is not. **YOU** make the difference.

You expect people to know the value of keeping their word and following through, settling differences, and treating each other with respect.

the **ART** of Change

skills for life.

Can you really
Change your
WORLD?
You already do.

Great organizations have motivated people who work cooperatively to make and deliver valuable services and products. Most organizations aren't great, not even close.

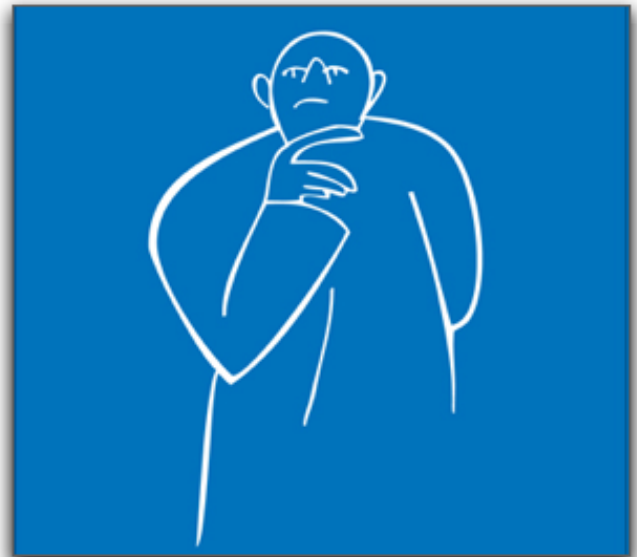
Why not? What can be done?

The Art of Change Skills for Life™ presentations provide practical answers to

Every day, in a myriad of ways, your words and actions [and inactions] touch the lives of others and create waves of change that ripple out from single incidents and events and change the world.

Dr. Rick Kirschner | The Art of Change

Yet difficult behavior is a modern plague. It just adds complexity to anything it touches. Why does it happen? What can be done?



these questions in enjoyable and learnable formats. Our work is to help businesses to work more cooperatively, organizations to fulfill their missions, and empower individuals just like you to change their world for the better.

the **ART** of Change skills for life.

DR. RICK KIRSCHNER, BESTSELLING AUTHOR, SPEAKER, COACH

Dr. Rick Kirschner offers a powerful approach to dealing with change that unlocks creativity, enhances team communication and increases commitment. He creates his programs using a palette of essential attitudes, behaviors and skills for successful interactions.

In keynote speeches for association events and conferences, in seminars and training for Fortune 1000 companies, and at executive retreats, he helps his audience find the motivation to do the important work today for creating a better tomorrow.



Dr. Kirschner is a best selling author of numerous books and multimedia programs, including the international bestseller (In 2012, published as a third revised edition, with over 2 million sold!), 'Dealing With People You Can't Stand: How To Bring Out The Best In People At Their Worst,' 'Love Thy Customer,' 'Life By Design,' and the comprehensive communication program, 'Insider's Guide To The Art of Persuasion.' In 2011, his book 'How To Click With People: The Secret To Better Relationships In Business and In Life,' was published by Hyperion Books.

Dr. Kirschner is a long-time faculty member with the Institute for Management Studies, and is a thought leader with Athena Interactive and CanDoGo. His clients include some of the world's best known organizations, such as AT&T, Heineken, Kraft, McDonalds, NASA, the U.S. Army and National Guard, Starbucks, Toys R' Us, and Texas Instruments.

Dr. Kirschner has delivered his expertise in thousands of radio and television appearances, interviews, newspaper and magazine articles, from CNBC and CBC to FOX, the Wall Street Journal to the USA Today.

Learn more at TheArtofChange.com | drkinfo@theartofchange.com

the **ART** of Change skills for life.

ADEN KIRSCHNER, EDUCATOR, PERFORMER, COACH

Aden has an extensive background in education. She has been teaching and facilitating using improv comedy skills since 1995. In addition to giving performance and communication skills training, she has also taught writing and conversational ESL.

Aden joined educational software powerhouse Compass Learning in 2006, where she spent nearly three years crafting topics like algebra and biology into fun, dynamic and engaging learning activities that retained 110% of their curricular importance.

In 2012, she facilitated the creation of a brand new Leadership program for their students that explored the application of improv performance in professional skills areas like communication, customer service and entrepreneurship.

With nearly thirty years of experience on stage, Aden has been winning awards and recognition as a speaker, singer and performer since she was six years old. She is a fixture in the Austin improv community and is frequently sought out to play in shows with multiple theater companies in town; including world famous vaudeville revue: Esther's Follies where she spent the majority of 2011 wearing huge wigs, singing big songs and getting massive laughs. Labeled as "The funniest person in Austin," by improv giant, Tom Booker She can be seen performing most regularly at Austin's premier theater venue the ZACH, with Merlin Works faculty troupe, the Known Wizards or with B. Iden Payne Award winners, Girls Girls Girls Improvised Musical Comedy.

Aden joined the Merlin Works faculty in 2009 where her performance classes are in high demand. She now additionally promotes the Corporate Training side of the Institute as the Training and Events Coordinator, where she seeks to improve the way people communicate with each other, one business at a time.

Learn more at TheArtofChange.com | drkinfo@theartofchange.com



Discover how YOU make the difference!



HOW TO BRING OUT THE BEST IN PEOPLE ... EVEN AT THEIR WORST!

DIFFICULT BEHAVIOR AND THE ART OF COMMUNICATION

Everyone knows someone who is difficult to deal with, and anyone can use the material in this program immediately to lower stress and increase cooperation. Let Dr. Rick take the pain out of communication in this hilarious and information packed presentation.

Elements of Influence

Limiting and Useful Assumptions
Conflict Aikido
Breaking the Chains of Reaction

Essential Communication Skills

Blending; Listen So People Will Talk, Talk So People Will Listen

The Ten Most Unwanted

Lens of Understanding for Tanks, Whiners and Know It Alls, Oh My!

Strategic Responses

Skills and Strategies, including Pygmalion Power, Polarity Response, Junk O'Logic, Gentle Confrontation and more!

BENEFITS TO ATTENDEES

Identify and understand your own conflict behavior
Improve your listening and communication skills
Become skilled at turning conflict into resolution and direction



INSIDER'S GUIDE TO THE ART OF PERSUASION

HOW TO USE YOUR INFLUENCE TO CHANGE YOUR WORLD

Expand your reach and vision beyond the boundaries of your own efforts! Achieve your objectives with the assistance of others! Develop your skill, confidence and determination as you explore the amazing designs and practical patterns of 'The Art of Persuasion.'

Subject Overview

Useful Definitions and Assumptions, Issues

Listening for Deep Structure Information

The Acceptance Zone and How To Enter

Find the MAP (Motivations, Access, Position)

The 9 Information Gates and How To Go Through Them

Persuasion Principles, Cues and Guides

5 Stages of Change, 4 Outcomes, 8 Delivery Guides, 7 Signals

Putting It All Together

Uncle Milty

Building Your Persuasion Proposition

BENEFITS TO ATTENDEES

Establish or regain credibility and authority

Successfully get your ideas across and bring about change

Control the influence that others have over you

NOTE: A copy of Dr. Kirschner's comprehensive audio 'Insider's Guide To The Art of Persuasion,' or the book by the same name, can be provided for each member of your audience. Contact us for the bulk discount..



CONNECT, RELATE AND COMMUNICATE FOR SUCCESS

HOW TO CLICK WITH PEOPLE

A keynote presentation or training program about how to turn contacts into connections, build successful relationships, overcome obstacles, promote ideas, and bring your people together! To be able to click, you must understand what makes people tick. Then can you get them to get you, get your ideas and get together.

CLICKABILITY

How To Be Someone Others Want To Know

GET PEOPLE TO GET YOU

How To Resonate With Anyone

GET PEOPLE TO GET YOUR IDEAS

How To Be Persuasive

GET PEOPLE TO GET TOGETHER

How To Get Your People To Click With Each Other

BENEFITS TO ATTENDEES

Understand what people care about and why

Improve your persuasion skills

Learn to turn connection into cooperation into results



PARTIAL CLIENT LIST

Rick has delighted audiences in

**TECHNOLOGY * HEALTHCARE * EDUCATION * PUBLIC SECTOR * MANUFACTURING *
NON-PROFITS * ASSOCIATIONS AND CONFERENCES * and MORE!**

TECHNOLOGY and BIOTECHNOLOGY

AT&T; Alcatel; E.D.S.; Hewlett Packard; Hong Kong Telephone System; I.B.M.; Martin-Marietta; Motorola; N.A.S.A.; Pacific Bell; Plexis User Conference; Proscript; Texas Instruments; U.P.S.; Zeneca

HEALTHCARE

Anaheim Memorial Hospital; Barnes-Jewish Hospital; Chester County Hospital; Denver General Hospital; Fresno Surgery and Recovery Care Center; Good Samaritan Hospital, Nebraska; Journal of Nursing Jocularity; Marion Polk County Medical Society; Montana Mental Health; Queen of the Valley Hospital; Sonoma County Hospital; Emanuel Medical Center; Medford Medical Center; Providence Healthcare System; Rogue Valley Medical Center; St. Joseph Healthcare System; St. Vincent Hospital, Montana

EDUCATION

Beaverton School District; Canadian College of Naturopathic Medicine; Consortium for Educational Change; Clackamas Community College; Ft. Lewis College; Illinois Education Association; Institute for Management Studies; Lane Community College; Michigan Education Association; National College of Naturopathic Medicine; National Education Association; Oregon State University Extension Service; Portland Community College; Western States Chiropractic College

PUBLIC SECTOR

Argonne National Laboratory; Baker County Council; FDA Public Health Service; Fairfax County Government, Virginia; Idaho National Guard; Internal Revenue Service; Jackson County Assessors Office; Los Alamos National Laboratory; Maryland National Guard Family Action Office; Medford City Council; N.A.S.A.; Ohio Department of Natural Resources; Ohio State Parks; Oregon Department of Revenue; Oregon Parks & Recreation; Oregon Bureau of Land Management; S.B.A.; U.S. Army; U.S. Forest Service; U.S. Fish & Wildlife; Western States Area Power Administration

MORE ON THE NEXT PAGE!



PARTIAL CLIENT LIST

MANUFACTURING:

Air Products and Chemicals, Inc.; Balfour Corp.; Custom Business Systems Inc.; Claude Laval Corp; Ford Motor Co; Husky Injection Molding Systems; General Motors; PepsiWest; Sandoz Animal Health; Shell (Netherlands); Snap On Tools; Texaco; Toyota; Tower Group International

ASSOCIATIONS

AANP; Association of College Unions (ACU); AHRA; ALA; CAFE; CCUFSA; FASA HHRMA; Indiana Mortgage Bankers Association(IMBA); IIE; MGMA; NECA; NACUFS; NAED; NWPPA; OAMB; Oregon School Counselors Association(OSCA); OSFSA; Pennsylvania Association for Court Management; Resort & Commercial Recreation Association(RCRA); Society of Government Meeting Planners (SGMP); Young Presidents Organization (YPO)

CONFERENCES

Administrative Professionals Conference; Creative Problem Solving Inst.; Inc. 500 Conference; Institute of Industrial Engineers; International Group of Agencies and Bureaus; National Association of Neonatal Nurses; National Wellness Conference; Professional Conference Managers Association; Pepsi West Quality Conference; Plum Creek Management Conference; R.E.Michel Co. ESP Forum; Seaside Health Promotion Conference; Sales & Marketing Executives International; Sales & Marketing Executives Milwaukee; TVA Health and Safety Conference; MRMA Conference; ABM Conference

SATELLITE BROADCASTS

V.H.A. Satellite Network; U.S. Chamber of Commerce

AND MORE!

Applied Risk Management; American Pacific Title Company; Windmill Inns of America; Aston Hotels and Resorts; Central Oregon Board of Realtors; Computer Store, Portland, Oregon; Doubletree of Monterey; Eclectic Institute; Heineken (Netherlands); Highlands Inn, Monterey; Homestead Resort; Indiana Mortgage Brokers; Nationwide Insurance; U.S. Chambers of Commerce; LTM Concrete; Media Five of Australia; Sprint Staffing; Safeco Ins; MaPS Credit Union; Pacific Power; Starbucks Coffee Company, The Limited; State Compensation Insurance Fund; Transkript of Singapore; U-Lane-O Credit Union; Wentworth Publishing Company

YOUR ORGANIZATION belongs on this list!



PEOPLE GET EXCITED!

“Your name was mentioned time and again as the ‘highlight’ of this year’s conference. The enthusiasm, humor and your overall approach made the all too short two hour presentation very memorable.”

-Andrew Parr and Judy Vaz, CCUFSA Conference Committee

“His keynote was so successful and well received that the following breakout session was standing room only and could barely contain the overflow crowd.”

-Jill McClelland, ORPA

“Thanks for such an inspiring morning. I would highly recommend to anyone that they invite you to speak to their organization. Everyone needs to hear what you have to say!”

-Connie Connor, Association of Legal Administrators

“Everyone I spoke to came away from your program with renewed energy and a clearer sense of purpose and commitment. You clearly made a difference in our lives”

-Rich Turnbull, Oregon State University

"Your ability to connect and move with your audience helped to make it enjoyable and entertaining, as well as enlightening. I would highly recommend you to anyone looking to embrace and understand the importance of change!"

Gregory Mascari, Founding Partner, Oasis Wellness Network

"Inspiring for all participants and, from the feedback later, many had an "eye-opening experience."

." -Weibe Busing, Heineken, Amsterdam

MORE ON THE NEXT PAGE



PEOPLE GET EXCITED!

"Within a couple of minutes, you somehow turned a very solemn audience to laughter at the difficult people they deal with daily, shifting them again by the end of the session to deep reflection on effecting meaningful change with their lives. Again, thank you for ending our conference on just the right note. As always, it was a treat to work with you.

-L. Brackett, Self Storage Association

"Comments like "my boss should be here" , "my husband should be here", and "my colleague in the next office should be here" were common ... this was one of the best seminars and most valuable in helping people work together.

-Jim Henderson, IMS / Washington, DC

"I want to thank you once again for the terrifically original and energizing presentations you did for us. Your program was truly unique, and aptly labeled 'The Art of Change.'

-Carolyn York, Barnes-Jewish Hospital

"Dr. Rick, I don't normally write speakers but I had to write and say thanks. I heard you speak in the Baltimore, Maryland area to the Army National Guard Family Support Groups. I took notes on the outline you had provided ... It is like a lifesaver for me. I can't thank you enough."

-Laurie Goetchius

"Without exception, everyone came up to me afterwards and said it was wonderful. I think you really impressed our President and Chairman. Both said that they had seen motivational speakers before, but by far you were the best."

-James Hvidt, TUT SYSTEMS

**SENSATIONAL, ENERGETIC, VERSATILE, HUMOROUS,
EXHILARATING, EXCEPTIONAL, TIMELY, VALUABLE, PERSONAL
and Rick will bring these qualities to YOUR EVENT!**

What are you waiting for?



with Dr. Rick Kirschner

FREE RESOURCES

Main Site and Blog: TheArtofChange.com

18 Issue Complimentary Enews - TheArtofChange.com

BOOKS by Dr. Rick Kirschner (available in bulk or by individual copy):_____

How To Click With People

The Secret To Better Relationships In Business And In Life

Insider's Guidebook To The Art Of Persuasion

Use Your Influence To Change Your World

Dealing With People You Can't Stand:

How To Bring Out The Best in People At Their Worst

Life By Design: *Making Wise Choices In A Mixed Up World*

EBOOKS by Dr. Rick Kirschner_____

How To Click With People <<http://howtoclickwithpeople.com>>

Insider's Guidebook To The Art Of Persuasion

Insider's Playbook

Dealing With Relatives

Life By Design

Love Thy Customer

AUDIO by Dr. Rick Kirschner_____

8 Volume Audio Set and Digital Download Insider's Guide To The Art Of Persuasion

COACHING with Dr. K

Information at TheArtofChange.com