

Patti Wood MA, CSP

“The Babe Ruth of Body Language”

Convention Keynoter ♦ Motivational Speaker ♦ Media Coach ♦ Trainer



Topics

- Caring Concern
- Enhanced Listening
- Body Language
- Motivation
- First Impressions
- Presentation Skills
- Sales Presentations
- Deception Detection
- Conflict Management
- Communication

Patti Wood, MA, CSP, is an international speaker and trainer. Since 1982 she has designed and conducted keynote speeches, workshops and convention seminars for hundreds of companies and national associations. She delivers over **100 presentations** a year. Clients describe her programs as; dynamic, high-energy, powerful, insightful, interactive and very funny.

Master of Her Craft

Patti is a Certified Speaking Professional. CSP is an earned professional designation of the National Speakers Association designed to recognize “Masters in the industry” and is earned by less than 8 percent of its world wide membership.

University Instructor

Patti was a university instructor in communication for eleven years. Her B.A., master’s degree and doctoral coursework are in Interpersonal and Organizational Communication with an emphasis in nonverbal communication. She is currently on the Continuing Education faculty of Emory University, Kennesaw University and the Wharton School of Business.

Body Language Expert

Credited for bringing the topic to the national consciousness by **The New York Times** Patti has been researching, writing and speaking on Body Language for over 25 years. She consults with Law Enforcement and corporations on the topic. **Time Magazine** recognized her nonverbal communication course at FSU as one of the top college courses in the country. She was even called, “*The Babe Ruth of Body Language*” by **The Washington Post**.

She is interviewed an average of twice a week by media around the world including: **CNN, PBS, National FOX News Network, the BBC, the Discovery Channel, CBS, VH1, E! Entertainment, The Wall Street Journal, Reuters, UPI, ESPN, Entertainment Weekly, USA Today, The Miami Herald, Men’s Health, The Chicago Tribune, Details, SPIN, Elle, People, ESPN**, and is quoted in; **US Weekly, The New York Post, The London Times, The Los Angeles Times, In Touch, Life and Style, Jane, Glamour, Cosmopolitan, First for Women, InStyle, The Toronto Sun, Women’s Own, Seventeen, Ladies Home Journal and Redbook** and more as a body language expert.. Her broad knowledge and research on nonverbal communication led to her positions as the National Spokesperson for **Wrigley’s Spearmint gum®, Benadryl®** and **Vaseline Intensive Care Lotion®**.

Superb...

“Wow! Superb! Outstanding! Patti never fails to deliver an outstanding program--one that meets both the planners and the participants’ objectives. In Patti’s unique way, she provides a dynamic and motivational presentation.”

The American Assoc. of Occupational Health Nurses

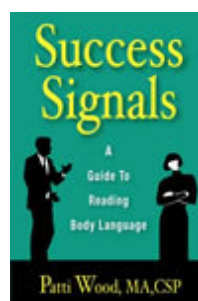
Contact Patti Today!

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Author

Patti has written extensively on various communication topics and authored seven books including; *Success Signals -Reading Body Language; Easy Speaking -- Audience Focused Presentations, The Conflict Cure, and Pearls I Fought the Oysters For.*

Patti Wood, MA, CSP

Praise for Patti

Excellent...

Excellent as always You never fail to wow! the audience and teach us something new.

UCB Pharma

Laughter & Applause...

Thank you so much. They could hear the laughter and applause three ballrooms down! You "made" our conference. I still get members calling me to tell me how your program has had such a positive influence on how they deal with Patients!

Nat'l Association of Nephrology Technicians

Clients

Healthcare Industry —

- Piedmont Hospital
- VA Medical Center
- Phillips Laboratories
- Merk Pharmaceutical
- Atlanta Health Systems
- Bayshore Home Health
- Pikes Peak Mental Health
- Well Star Health Systems
- Georgia Chiropractic Association
- Pennsylvania Medical Society Alliance
- American Association of Endodontists
- Florida Hospital Pharmacist Association
- Medical Association of Georgia Alliance
- Association of Healthcare Internal Auditors
- National Association of Nephrology Technicians
- American Association of Medical Transcriptionist
- Quadramed Corp
- Elli Lilly
- Wellness One
- Pfizer
- UCB Pharma
- Ridgeview
- AID Atlanta

Plus Many More —

- AT&T
- BMG
- Bell South
- Coca-Cola
- Colgate-Palmolive
- Deloitte and Touche
- Habitat for Humanity
- Lucent Technologies
- Kroger Corporation
- UPS
- US Army & Navy
- Southern Company
- Travelocity/Hotels.com
- Over 30 City, State and Federal Agencies
- Air Force Reserves
- Citicorp/Citibank
- DuPont
- Glaxo Smith Klein
- Hewlett Packard
- McGraw Hill
- NASA
- Old Navy/The Gap
- PBS
- Penske Truck Leasing
- Porsche
- Sherwin Williams
- Westinghouse

Patti's Programs

Patient Relations-Relating Patiently Showing Caring Concern

Your patient says he had no problems with his treatment and rubs his nose. Another tells you he has taken all his medication this week then sweeps his upper lip with his tongue. A third leans forward and gestures wildly as she speaks enthusiastically about how she feels. Who is telling you the truth? Can you read your patient's nonverbal communication? You can send and receive up to 10,000 nonverbal cues in less than one minute of interaction. That is an enormous amount of information that can be available about your patients if you can read the nonverbal signals they give you.

You need to be aware of what physicians, your patients and staff members are saying to you. In this course, you will not only learn to watch for cues but also what you can do nonverbally to show the most effective *caring concern* with your patients. You know that the quality of your patients care and the true satisfaction in your work comes from developing strong and effective relationships and earning and sustaining respect and quality relationships with physicians, the family members of patients and clinic staff members. This course will give you insights and effective hands on tools to improve your relationships

Enhanced Listening Skills

Today's Health Care Professionals need to listen more than ever & listen with an enhanced focused. This course will show you how to give and receive the right message and make the most of every conversation you're involved in. Most technical, research, scientific and product information is difficult to communicate easily and communicating health care concerns can also be problematic. This program can help you deal with those issues and improve your ability to read others.

Other programs:

The Conflict Cure, First Impressions and Body Language, Deception Detection, Presentation Skills, Playing Well with Others, DISC, Myers Briggs, Teamwork and Team Play, Listening, Success Signals-Body Language in Business, and much more.

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Value Proposal Previsor™

Client situation -Wishes to improve the sales presentation skills of the sales force.

Client Needs - Would like a program that engages the participants and gives them skills and coaching in creating, organizing and delivering client focused presentation.

Value to your participants

- Establish you as the credible source
- Create a relationship during the presentation
- Increase the average deal size
- Improve competitive win rate

Methods I use to insure a successful program -

Pre Meeting interviews and or survey to asses what the participant needs are and to gather everyday sales examples to customize the program. Pre-meeting call to go over the objectives.

What the program looks and feels like for the client -

Program objectives attached.

Patti is a high energy speaker. She gets participants up out of their chairs and working with partners actively practicing the body language tools and concepts. She goes out into the audience and uses humor and examples to make the material engaging and practical.

Speaker Qualifications - See attached bio.

Comments from past Clients

I can't tell you how much our team needed a day like we experienced with Patti. She was SO authentic, energetic and inspiring. My product consultants and product managers appreciated the educational experience on presentation skills.

Again, my best to you and Patti always. Thanks for providing inspiration

Joseph Thear, Jr. Vice President, Revenue Cycle Solutions Quadramed Corporation

“Patti presented so easily & got everyone committed. It was wonderful! A fantastic job!”

GenCorp

"Informative, enlightening and fun --all effectively packaged in a powerfully delivered message. This life enhancing, motivational session has inspired me to go above and beyond!"-

Yvette Carmen Diakite' Kennesaw State University Department of Communication

The Value

The program price is \$4,000 a day for a one day program and \$3,500 a day for a two day program This price includes the customization and a copy of the workbook to be sent to you to copy for attendees.

You can also purchase Patti's Easy Speaking book for each attendee at a discounted rate of 20 dollars a copy.

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Patient Relations-Relating Patiently

By Patti Wood

Showing Caring Concern Through Nonverbal Communication and Body Language *A Powerful Interactive Keynote, Breakout Session or Full Day Program*

Do you want to use the power of the first impressions to pick up information about your patient's personality as quickly as possible?

- Would you like to know five ways to hear a patient?
- Would you like five simple ways to show caring concern to every patient?
- Have you ever wondered what a patient was thinking but not saying?
- Do you know the secret differences between the way males and female patients share their concerns and symptoms?
- Do you want to gain the eyes and attention of your patients?
- Have you wanted to establish rapport quickly and easily to make your patient immediately at ease?
- Do you want to know two things to do when someone isn't listening to you?
- Would you like five simple ways to show caring concern to every patient?

If you answered YES to any of these questions, this program will fulfill your needs through practice, discussion, and one-on-one coaching. You'll develop awareness to give you the competitive edge!

Plus much more:

- The best way to hold your hands to show you are being honest with a patient
- How tongue lip and mouth movements reveal deceit
- The difference between a real smile and a masking smile.
- What part of the body is the most "honest?"
- How to read pauses in a patient's responses
- How space and territory changes affect a patient's comfort level
- How the heart and other body windows hide or reveal emotions.
- How to question a patient to get the most honest and revealing answers
- What's the best way to "catch" a liar?
- Listening to a patient's face, body and voice
- Knee-crossing and brain function
- Gesturing for increased verbal ability
- SOFTENING for increased rapport with patients
- Noticing the palms as a lie detector
- Forming a clear message with your body language
- Reading the full nonverbal sentence
- Communicating clearly and effectively with other medical professionals

The program can be modified to suits your needs. Patti will survey each of the participants before the program to gain insights for customization.

The Cost for the one day program can be discussed with Patti directly. The client should be prepared to pay expenses (client will provide copying, tapes and video and playback or they can be billed as expenses). We can also schedule an additional half day of training and or coaching after the workshop for an additional reduced fee.

Savvy Speaking – Audience Focused Presentations

By Patti Wood

A One to Two Day Presentation Skills Workshop for “Stand up” Sales Presentations

You will complete this course with both the knowledge and the skill practice to take your presentations to the next level. This training will enhance your abilities by giving you fresh, new tools to create and deliver audience-focused presentations. Practicing these new techniques will help you powerfully connect with the audience. This connection enhances the learning and brings heightened energy to the presentation experience. Coached practice advances your ability quickly. Participants have the opportunity to prepare and give a short presentation in the workshop, which is critiqued by the class and instructor. The speech is videotaped on a personal tape for review on-site and at home.

This one-day workshop includes:

- * *Building* - rapport before, during and after the speech
- * *“Wowing”* Why research shows it is important to grab the audience in the first 90 seconds.
- * *Preparing* - Knowing what your prospect/client wants and needs through, questions, surveys and interviews.
- * *Planning* your presentation to elicit a desired response
- * *Showcasing* the product the service and the business value
- * *Creating* - How to spark creativity and decide what to say
- * *Understanding* - How the right and left hemispheres of the brain affect your creativity
- * *Mind Mapping* to turn off the critic and get ideas easily and quickly. Noting with sticky notes to ‘move and groove’ your ideas
- * *Making* technical content that will be interesting and accessible
- * *Finding* - analogies and metaphors to make technical and abstract material more concrete
- * *Writing* - a speech that has impact five-minute plan
- * *Organizing* - in a way that makes your speech have the most impact.
- * *Stating* - a clear concise purpose of your speech
- * *Relating* your content to your audiences needs / Your "product" to audience's desires
- * *Previewing* - Using a preview frame to outline material for your audience
- * *Using* a variety of powerful attention getters
- * *Arranging* - Putting the most important content first
- * *Balance* the body of your speech
- * *Using* conclusions for credibility and closure rather than the old "any questions" ending
- * *Energizing* your presentation with great body language - the seven secrets
- * *Enhancing* your vocal delivery- Three tricks to create a dynamic and energizing voice
- * *Stepping* away from your PowerPoint/and or making PowerPoint powerful
- * *Being* real and confidently present
- * *Making* the case for moving forward with the proposal now
- * *Closing* with a call to action rather than the old "any questions”

The program can be modified to suits your needs. Patti will survey each of the participants before the program to gain insights for customization.

The Cost for the one day program is Normally \$5,000 a day but with special consideration the cost is \$4,500 plus expenses (client will provide copying, tapes and video and playback or they can be billed as expenses). We can also schedule an additional half day of training and or coaching after the workshop for an additional reduced fee.