

Wilfrid Laurier University



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ATTENTION: Business Editors

The Master Communicator - a new Mastery of Business program

Waterloo, Ont. (Oct. 24) - Ask more than 200 local business leaders what kind of training they would find most useful and the answer is clear: Communication!

Earlier this year, a group of fourth-year business students at Wilfrid Laurier University did the asking and the business community answered. A full 87.9 per cent of those business people who responded to their survey said they would be willing to register in a training program in communication.

The reasons are obvious, says Rosemary Pell, Director of The Laurier Institute. "Communication is probably the single most important skill required to be successful in business today," she says. "Communication may be more important to a person's career advancement than technical competence, work experience or academic background."

With that in mind, The Laurier Institute has put together The Master Communicator Program. The program provides six intensive days of training over four consecutive weeks from Nov. 16 to Dec. 8. Classes are held Thursday evenings from 7 to

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10 p.m., and all day Friday from 8:30 a.m. to 4:30 p.m.

The Master Communicator program is under the direction of Glenn Carroll, former dean of the School of Business and Economics at Laurier, and a recipient of the university's Outstanding Teacher award and the Institute of Certified Administrative Managers' Educator of the Year award.

The program will be of particular interest to people involved in team work, motivating others, or negotiation, and participants will gain valuable skills in listening, feedback, persuasion, tactfulness and making presentations.

Participants in the course, which costs \$1,100, will also get individual feedback on their communications strengths and weaknesses.

The Laurier Institute, established in 1984 to promote management development and training activities in the community, has trained thousands of people over the years, including more than 275 people from more than 100 companies in its six-year-old Master Manager program series. Other Mastery of Business programs offered this year are The Manufacturing Supervisor Program and The Master Manager Program.

For more information on any of these programs, contact Rosemary Pell at (519) 884-0710, Ext. 6045.