

MERLIN EDGE BREAKFAST SEMINAR

Wednesday, January 20, 2009

It's not always about WHAT you say!

FACT: You've invested a lot of time and money to build your career and your business!

THE QUESTIONS to ask yourself are:

- Can your audience hear your message in the white noise of daily business life?
- How effective are you at being "heard and understood?"
- Did you know that the emotional impact of communication is **55%** based on how you look; **38%** based on how you sound and **7%** based on content?

Join Merlin Edge at a special breakfast session on how to identify, effectively communicate and better deliver your expertise, key messages and value proposition to your stakeholders.

Sharon Edwards, an award-winning broadcast journalist with over 25 years of communications experience, now uses her skills to help executives identify the gems in their expertise, craft a strong message, uncover the 'so what' and then "Deliver Their Brilliance" to foster relationships, create business opportunities, and demonstrate leadership.

In 90 minutes and breakfast you will:

- **Learn** how to identify the best key messages in your expertise
- **Understand** the benefit of uncovering the 'so what' in a presentation
- **Develop skills** to get you past the anxiety of presenting

It has been said that effective communication is 20% of what you know and 80% how you feel about what you know!

Don't settle for 'good enough' when you can easily learn how to deliver your brilliance instead.

Date: Wednesday January 20, 2010

Time: Doors open: 7:30 AM Continental Breakfast, Presentation: 8:00-9:00 AM

Location: The Danish Canadian Club (Trivoli Room), 727-11 Avenue SW, Calgary

RSVP: admin@merlinedge.com 403-237-7684

Seating is limited, so please respond early not to be disappointed
