

PROGRAM DESCRIPTION

CLINT SWINDALL, CERTIFIED SPEAKING PROFESSIONAL
SPEAKER, TRAINER, CONSULTANT, AUTHOR

Power of Personalities

“Every success we have in communication is tied to our ability to understand personality types. It doesn’t matter whether you’re leading or being led, selling or being sold, managing or being managed, an understanding of personality types will enhance your chances at success beyond any other skill.”



A handwritten signature in blue ink, which appears to read "Clint Swindall".

Clint Swindall, CSP
President & CEO
Verbalocity, Inc.



You’ve been trained to sell. You know the techniques to overcome objections and close the deal. These techniques are vital to your ability to open new relationships, and have helped you develop a set of selling skills that work for you.

A common challenge in any organization is communication. While many organizations focus on *what* information is communicated, the smart organizations also focus on *how* it is communicated. What makes them smart? They realize that every employee has a unique way of receiving information based on their personality type.

Once there is an understanding of personality types, communication throughout the organization improves. Management communication, employee communication, peer communication and customer communication all improves. Every success we have in communication is tied to our ability to understand personality types. It doesn’t matter whether you’re leading or being led, selling or being sold, managing or being managed, an understanding of personality types will enhance your chances at success beyond any other skill.

In order to understand the power of personalities, an effort must be made to look beyond our own personality and understand what is happening with other personality types. Clint has a strong grasp of personality types and can help you to understand several issues:

- ✦ What are the four basic personality types and how do they work together?
- ✦ How can we have more effective communication between employees and decrease conflict?
- ✦ How can we increase office productivity by considering personality types?

It is important that employees understand behavioral differences, and that employees cooperate with peers, managers and customers. In this high-energy, humorous program, Clint will share a considerable amount of useful information, and will deliver his message in an entertaining and inspirational style. You don’t want to miss this program!

For more information, contact:
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