

# Turning Conflict Into Cooperation

## *Bringing Out the Best in the Strong-Willed Person*

A Seminar That Will Bring Immediate Relief

By Best-Selling Author

Cynthia Ulrich Tobias, M. Ed.

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*Cynthia Ulrich Tobias, M.Ed.*

Cynthia's successful background includes:

**\*8 years as a public high school teacher**

**\*6 years as a police officer**

**\*21 years in private practice**

*Corporate clients include General Motors, LAPD, Walt Disney, Merrill Lynch, and BNSF Railroads, as well as numerous government agencies, law enforcement and fire and rescue services.*



**Is there a strong-willed child or adult who is driving you crazy?**

**Are you tired of endless confrontations and angry outbursts?**

**You're going to love this seminar!**

Based not only on her own experience as a **Strong-Willed Person (SWP)** but also on hundreds of interviews, discussions and interactions with SWPs of all ages and positions, Cynthia shares valuable insights into how the hearts and minds of even the strongest-willed person can be turned from angry conflict to voluntary cooperation. You can use these proven strategies immediately, and you'll be amazed at the difference! Learn to avoid confrontation, anger and emotional outbursts by using simple and practical techniques that work for virtually everyone. Whether you are struggling with a strong-willed child or spouse in your family, or a strong-willed boss or co-worker, you'll walk away with new hope and enthusiasm for bringing out the best in both of you!

## Recommendations from enthusiastic clients:

"The attendees of our Women in Policing Seminar were captivated by the fact that Cynthia Tobias really understands policing, different learning styles, and the strong personalities that it takes to work in such a career. I have never seen such an attentive audience. Almost a year later people are still taking about the seminar and how we learned a lot about ourselves that day."

—Terri MacMillan, Retired Sergeant  
**Seattle Police Department, Seattle, WA**

"Cynthia is an excellent communicator. She uses large doses of humor and many real-life anecdotes to convey her messages. I wholeheartedly recommend Cynthia as one of the best retreat/seminar presenters we have ever heard."

—Gabrielle Dudley  
**Children's Hospital Foundation, Seattle, WA**

"Your inspirational and motivating words received countless accolades from conference attendees...I look forward to working with you in the future."

—William J. Bratton, Chief of Police  
**Los Angeles Police Department**

Cynthia did a great job and her assessment of our needs was right on the money.

—Don Porth  
**SOS FIRES: Youth Intervention Programs, Welches, OR**

"Our initial confidence in your capabilities was validated in February as we watched you direct our group of Oldsmobile Service Consultants through insightful and entertaining discussion and training on Dominant Learning Styles. You did a wonderful job!"

—Jerry Starkey  
**General Motors, Oldsmobile Div., Lansing, MI**

"In my opinion, and that of our senior consultants, *Learning Styles* has revolutionized our practice."

—David V. Axene  
**Milliman & Robertson, Seattle, WA,  
San Diego & San Francisco, CA**

Cynthia Tobias is the best-selling author of the following:

*The Way We Work*

*The Way They Learn*

*Every Child Can Succeed*

*Bringing Out the Best in Your Child*

*Do You Know What I Like About You?*

*You Can't Make Me! (But I Can Be Persuaded)*

*I Hate School!*

*Redefining the Strong-Willed Woman*

**Read excerpts and articles on our web site:  
[AppleSt.com](http://AppleSt.com)**

"Thank you so much for your participation in Focus on the Family's first-ever Teachers in Focus Conference. The attendees were overwhelming in their positive comments. Several wrote that they planned to make specific changes in their classrooms to try to recognize the strengths of all their students. The presentations were a total success—all that we had wanted them to be!"

—Tom Minnerly  
**Focus on the Family, Colorado Springs, CO**

"Many weeks have gone by since your teaching engagement at the Lifeway Conference Center at Glorietta, New Mexico, and I am still remembering the huge delight of every person in the room! The three presentations seemed like just a few minutes to those of us who soak up every word you say, learning while we laugh! ...Our customers feel that we provided something out of the ordinary when we brought you to our events."

—Martha Kirkland  
**Lifeway Resources, Nashville, TN**

"There are no words that can express my gratitude for what you were able to accomplish with my Board of Directors. ...Your energy and enthusiasm were evident, and the tools you gave to us helped us accomplish more than I could have hoped for."

—Larry Wieda  
**Crime Stoppers International, Inc., Albuquerque, NM**

It amazes me how well she knows teenagers and exactly how we think and act and feel. She made wonderful suggestions that make sense and will work as long as parents stay calm and not point their fingers and make us do it. Once again Cynthia is an amazing speaker who has certainly done her research and knows what she is talking about. Thank you very much and I plan to share these suggestions with my mom—hopefully it will improve our relationship.

—Student Participant  
**Metro Maryland Youth for Christ**

**Call for more information today!**

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