

# The Way We Work

## *A Practical Approach to Effective Communication for Pastors and Staff*

By Best-Selling Author Cynthia Ulrich Tobias, M.Ed.

### **AppLe St. LLC**

(Applied Learning Styles)

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### **Cynthia Ulrich Tobias, M.Ed.**

Cynthia's background includes:

\*8 years as a public  
high school teacher

\*6 years as a police officer

\*21 years in private practice

She is internationally recognized as:

—The best-selling author of eight  
books.

—A popular presenter at workshops,  
classes and seminars for businesses,  
government agencies, churches and  
school districts throughout the U.S. and  
the world.

—A featured guest on radio and  
television throughout North America.

—Busy mother of teenaged twin boys.

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.

***“Since we’re all Christians, shouldn’t we  
automatically get along better?”***

***“I thought this was a ministry—  
why are you being so hard on me?”***

***“Who’s the boss around here, anyway?  
I thought we were working for God.”***

If you work in any aspect of Christian ministry, these statements may sound familiar! Just because we're all working toward the common goal of spreading the Gospel doesn't mean there won't be a little personal friction along the way. This dynamic presentation introduces you to *Learning Styles*, natural inborn strengths and preferences “pre-wired” into each person. By recognizing your own learning style and learning to work with others, you can develop strategies for more effective communication with virtually anyone. Don't miss this entertaining and compelling presentation for pastors and those who work with them!

Who should attend?

Pastors  
Pastoral Staff  
Administrative Staff

Support Staff  
Church Board members  
Volunteer Staff



Cynthia Tobias grew up as the daughter of a pastor who retired after over fifty years of service. She has worked in virtually every aspect and at every age level of the church, and has had the inside view of what it takes to be part of a successful ministry. Her professional experience has included work with key Christian organizations such as Focus on the Family, Family Life Today, World Vision, World Concern and Crista Ministries.

## Recommendations from enthusiastic clients:

"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! Thank you for being who you are...a very unique individual whom God has gifted with immense talent and intellect.

—Martha Kirkland

**Lifeway Church Resources—Nashville, TN**

"You were a smashing success at our Salado Conference last week. Both of your presentations were outstanding and timely and our ministers appreciated all you had to say."

—Nelda P. Williams

**Baptist General Convention of Texas**

Cynthia is terrific, very well received by parents and faculty.

—Lynn Rosenbach

**Faith Lutheran School, Las Vegas, NV**

"You are not only a masterful speaker with a quiet winsome way, Cynthia, but your message is one that parents and teachers all over the world long to hear."

—Sandy Smith

**Bailey Smith Ministries, Atlanta, GA**

"Thank you for your dynamic ministry on the Intermountain District. The Lord used you in a powerful way. What a blessing to see our people respond as they did—Only eternity will reveal the total impact of your ministry"

— Rev. Ron Kratzer

**Intermountain District Church of the Nazarene—Nampa, ID**

"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**

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)*

*Redefining the Strong-Willed Woman*

*I Hate School!*

**Read excerpts and articles on our web site:**

***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 Minnery

**Focus on the Family, Colorado Springs, CO**

"The reality of Learning Styles is so obvious that it is a shame we in the church have overlooked it for so long. From a pastor's perspective, we are always looking for ways to present the Gospel so that people not only hear the love of God but respond to it as well. The more I learn about learning styles, the better I become at representing my Lord!"

—Rev. Wes Sullivan

**Church of the Nazarene, Gig Harbor, WA**

"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**