

The Way We Work

A Practical Look at Learning and Communicating Styles

By Best-Selling Author

Cynthia Ulrich Tobias, M.Ed

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(Applied Learning Styles)

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

Cynthia's background
includes:

*23 years in private practice

*8 years as a public
high school teacher

*6 years as a
law enforcement officer

*Cynthia's corporate clients
have included Seattle Police
Dept, LAPD, International
Assoc. of Women Police
(IAWP), General Motors, Walt
Disney, Merrill Lynch, and
BNSF Railroads, as well as
numerous government
agencies, law enforcement
and fire & rescue services.*



You Can Bring
Out the Best in
Almost Anyone!

This dynamic presentation introduces you to *Learning Styles*, natural inborn strengths and preferences “pre-wired” into each person. Participants will receive immediately useful information for learning how to recognize their individual learning strengths, and how to develop effective strategies for communicating with virtually anyone. See how much of a difference it can make when a person is *understood* instead of *analyzed*, and discover how you can successfully get your message across to even the most challenging or resistant learners of any age. You’ll find yourself applying this information not only professionally, but with family and friends as well. This will be one of the most important and practical seminars you have ever attended—and you won’t even be bored once!

Recommendations from
enthusiastic clients:

Exceptional presentations! The topics met our needs and goal. The response of the audience was phenomenal. They were very engaged and interested in the presentation. Very positive feedback from our evaluations. Useful material and Cynthia made an immediate connection with the audience. Thank you very much.

—Sgt. Terri MacMillan
Seattle Police Department, Seattle, WA
Recruiting & Staff Development

“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 is an excellent communicator. She uses large doses of humor and many real-life anecdotes to convey her messages. The time flew by as we laughed and learned together. I wholeheartedly recommend Cynthia as one of the best retreat/seminar presenters we have ever heard.”

—Gabrielle Dudley
Children’s Hospital, Seattle, WA

“The raves and positive comments continue to come back to me from other individuals that attended the presentations with the instructors. ...They feel there is so much that you can offer in the fun and informative method of teaching you have demonstrated!”

—Elenjo Schall
Eastside Fire and Rescue, Issaquah, WA

“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

“It is so rare to find speakers who can entertain an audience with humor, educate by appealing to their common sense, and when called upon to do so, put both of these abilities together to drive home a point. Thank you again for a fantastic and memorable program.”

—Pete Hunt
Automotive Service Association of Washington, Lakewood, 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

“Our initial confidence in your capabilities was validated in February as we watched you direct our group of Oldsmobile Service Consultants through 80 minutes on insightful and entertaining discussion and training on Dominant Learning Styles. You did a wonderful job!”

—Jerry Starkey
General Motors, Oldsmobile Division, Lansing, MI

Our teachers and parents were delighted with Cynthia.

—Don Cole, Superintendent
Mariners Christian School, Costa Mesa, CA

“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

Call or e-mail for more information today!

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