

**WORDS**  
**THAT**  
***CHANGE***  
**MINDS**

Mastering  
the Language  
of  
**Influence**

Shelle  
Rose Charvet

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Shelle Rose Charvet is an international keynote speaker, business consultant, trainer and columnist, working across North America and Europe. She is a Certified Trainer of Neuro-linguistic Programming, the leading edge in human performance technologies. Having worked in a wide variety of business, governmental and intergovernmental organizations, plus unions and not-for-profit agencies, she shares her knowledge and insight regarding people and motivation issues.

*Words That Change Minds* is based on the Language and Behaviour Profile (LAB Profile); a simple tool which illustrates how each person is unique. The LAB Profile will enable you to predict from someone's language in everyday conversation how she or he will behave in a given situation. You will learn how to customize your language for specific people and groups to trigger motivation and even change people's minds.

Discover the irresistible language patterns to communicate with your most challenging customer, or even your spouse. Reading this book is your first step to achieving a quantum leap in your professional and personal communication skills.

Shelle Rose Charvet will teach you how to:

- establish a deep level of rapport and communicate effectively with anyone
- take the pain out of implementing organizational change
- shorten the sales cycle and guarantee customer satisfaction
- design powerful marketing and advertising campaigns
- hire people who are motivated to perform
- dramatically improve results in negotiation and litigation
- plan political campaigns to get your message across to the right people
- adapt training and education programs to satisfy diverse needs
- increase self-knowledge and self-esteem
- simplify career counselling and professional coaching
- create high-performance teams by managing your peoples' strengths instead of suffering from their weaknesses

This book will dramatically change how you listen and how you communicate. Imagine being able to prevent and solve communication problems while improving your understanding of what is really going on. You will immediately notice the difference and others will thank you. Think of all the things you'll achieve as you master *Words That Change Minds*!



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