

## **SPEAKER:**

**Name:** Paul Endress CPNLP  
**Title:** Founder & President  
**Company:** Maximum Advantage International  
**Address:** 4800 Linglestown Road Suite 201  
**City, State, Zip:** Harrisburg PA 17112  
**Phone:** 1-800-788-2068  
**E-mail:** [info@maximumadvantage.com](mailto:info@maximumadvantage.com)  
**Special Web Page:** [www.maximumadvantage.com/outlines/ithinkiknow.htm](http://www.maximumadvantage.com/outlines/ithinkiknow.htm)

## **PRESENTATION DETAILS:**

**Suggested Title:** "I Think I Know What I Think You Said." Power MAXIMUM Communication Tools for Business and for Life.

## **DESCRIPTION:**

Have you ever wondered why some people just don't "hear" what you're saying? Have you ever "heard" someone else say one thing, only to find out they really meant something else? What if everyone in your office could communicate effectively? It would make your organization run more efficiently, wouldn't it? What if you could "read" another person's nonverbal communication and automatically know the best way to respond? The best way to train...to motivate?

Following this session you will be able to automatically and effortlessly use a superior set of communication skills that will give you (and your organization) a competitive advantage by enabling smoother and improved relationships, supercharged negotiations, more productive meetings, revitalized recruitment and retention, enhanced customer service, and more.

Using computer-generated visuals and sound, speaker-audience interaction, interactive surveys, group role playing and other exercises, this fast-paced MAXIMUM Communication program includes learning the ways different people absorb and store information; personality typing for outstanding communication results; building rapport with anyone anywhere at anytime; and speaking in the mental and emotional language of others so your real message and intent come across loud and clear, and your desired result occurs.

By the end of the program you will know how to seamlessly blend these skills into your daily routine both in the office and at home.

## **THREE KEY LEARNINGS FROM SESSION:**

By the end of the program you will:

1. Possess a superior set of communication skills that will give you a competitive advantage in the workplace and at home.
2. Be able to use these skills to smooth and improve professional and personal relationships, supercharge negotiating and mediation, improve meetings and training, revitalize recruitment and retention, enhance interaction and morale thereby promoting teamwork and unity.
3. Find these skills to be automatic and effortless to use.

## **TARGET AUDIENCE:**

Any one who communicates with any one – and wishes to be more effective.



## **EXPERTISE LEVEL:**

While professionals on all levels will walk away with beneficial knowledge; this program can be customized to fit the audience specified by your organization.

## **SPEAKER BIOGRAPHY:**

Paul Endress is a nationally recognized speaker and expert in the areas of business-related communication and the use of psychology in hiring and retention. His expertise in these subjects is the result of more than 20 years of entrepreneurial experience, over five years of research, and a number of certifications in related areas of psychology and linguistics.

During his business career Paul has started nine companies, including a successful golf-related project with Arnold Palmer and the creation of a top-ten-selling software program which was covered in the Wall Street Journal and other business publications. Paul is currently president and CEO of Maximum Advantage International.

By combining his training with research and real life business experience, Paul has developed a unique approach to solving the challenges of conducting business in the 21<sup>st</sup> Century. He has presented to thousands of HR, corporate and association professionals across the United States.

## **THE MAXIMUM ADVANTAGE PHILOSOPHY:**

Maximum Advantage is a company with the mission of applying the disciplines of psychology and linguistics to the problems we all face in our business environment. This approach yields unique solutions that are easy to implement and that create lasting results for people and organizations.

Maximum Advantage works because it's clear and fresh. It is not a rehash of the same techniques that have been used for decades. It will provide you with a firm foundation for enhanced communication, hiring, management, and retention strategies. It will give you the results you demand because we teach the "why" as well as the "how."

Paul's presentations are unique in that they explain how the human mind works and why people do the things they do. By the end of the program you will know how to seamlessly blend these skills into your daily routine both in the office and at home.

Your organization's specific interests and goals can be seamlessly embedded into the presentation to create your own unique, personalized event.

## **PRESENTATION EXPERIENCE:**

In addition to corporate-sponsored events, Paul has presented to various national groups including Paralegal SuperConferences, Leadership Institutes, Project SUMMIT/Business Analyst World, the Great Ideas Conferences sponsored by The Center for Association Leadership, and many state and local SHRM, MPI and PRSA groups. See Paul's Speaker Data Sheet for a listing of recent events.