

# Listen, Read and Learn

Top communication training on **topics you want, when you want, and at the depth you want**

**SINICKAS**  
COMMUNICATIONS, INC.



*"We've incorporated your suggestions into three separate initiatives already, so it's safe to say your message was well delivered and well received!"*

Jennifer Gillard,  
PwC Management Services LC

*"Thank you so much for your excellent ideas. You are among the very best in this field."*

Bart Stevens, World Bank

*"I've already shared some of the measurement tools with my boss, and she loved them....*

*They're so easy to follow."*

Erin Lounsberry,  
Trinity Regional Health System

**Topics you want:** Training is available for six streams of learning (see list overleaf). Each stream comprises several one-hour, stand-alone sessions – all are related as part of Angela Sinickas' practical approach to effective corporate communication.

**When you want it:** Buy a full set of the Kits on all the topics and listen to them whenever you or your staff need them, or you can buy just the topics you need, as you need them.

**The depth you want:** You can simply listen to information in the CDs, or learn hands-on through a suggested reading list, Q&A sessions, and practical exercises you apply to your own work. **Full participation can lead to earning a competency certificate in any of the streams of communication learning.**

#### Three options for using each Audio Kit:

1. Just listen, read and learn.  
Articles related to each topic are included on a data CD at no extra charge.  
*Cost: \$250 per Kit (one audio CD and one data CD per Kit)*
2. Schedule a follow-up Q&A session at your convenience with Angela Sinickas.  
*Cost: No charge for up to a 15-minute session*
3. Complete a test or an exercise that Angela Sinickas will review and consult with you about. Apply the exercise to your current projects, such as developing a survey, conducting a content analysis or creating a measurement plan.  
*Cost: \$250 to \$500 each for most of these consultations*
4. Achieve certification from Sinickas Communications, Inc. in a specialty area by successfully completing all exercises for required courses in any of these specialties:
  - Planning Measurable Communications
  - Getting a Seat at the Table
  - Measuring Messages, Channels and Outcomes
  - How to Conduct Focus Groups and Interviews
  - How to Conduct Surveys
  - How to Conduct Benchmarking Studies*Cost: Between \$1,500 and \$4,000, depending on the stream.*

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