

## **Patti Wood, MA, CSP**

Body Language Expert

Speeches, Workshops and Personal Coaching

Presentations Skills, Sales Presentations Skills, Customer Service

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### **Proven Professional**

Patti Wood is an international speaker and trainer. Since 1982 she has designed and conducted keynote speeches, workshops and convention seminars for hundreds of companies and national associations. She delivers over *100 presentations* a year. Clients describe her as a dynamic, high-energy, powerhouse presenter. Patti develops a warm, laughter-filled relationship with her audience that leaves audience members talking in the halls about what they've learned.

### **Master of Her Craft**

Patti is a Certified Speaking Professional. CSP stands for certified professional speaker and is awarded to under 200 in the National Speakers Association following strict criteria for excellence.

### **Body Language Expert**

Patti has been researching, writing and speaking on nonverbal communication for over 20 years. She is featured frequently in the media including: **National CBS, The FOX News Channel, the BBC, PBS, The Discovery Health Channel, ABC, VH1, E! Entertainment, Reuters, UPI, Entrepreneur Magazine, The New York Times, The National Examiner, The Washington Post, USA Today and ESPN Magazine.**

She is frequently interviewed and quoted regularly in publications such as ***US Weekly, The New York Post, In Touch, Entrepreneur Magazine, Cosmo Girl, J-14, The National Examiner, YM, Cosmopolitan, First for Women, Twist, Women's Own, Woman's World, Seventeen, Star.*** These publications ask Patti to "read" the body language of politicians, world leaders and stars. Her insight offers readers a way to understand what their own intuition is telling them.

### **National Spokesperson for major advertising campaigns**

Patti has also represented several companies during major advertising campaigns including **Wrigley's Spearmint Gum, Benadryl and Vaseline Intensive Care Lotion** in Canada. Her research covers topics such as first impressions, touch and gender differences. She created quizzes based on this research for a "Chewology" quiz, a "Sneeze" quiz and a quiz on touch.

### **University Instructor**

Patti was a university instructor in communication for eleven years at Auburn University and at Florida State University. Her B.A., master's degree and doctoral coursework are in Interpersonal and Organizational Communication with an emphasis in nonverbal communication. Time Magazine recognized her nonverbal communication course at FSU as one of the top college courses in the country.

## Author

Patti has written extensively on various communication topics and has written seven books including: *Success Signals -Reading Body Language*; *Easy Speaking -- Audience Focused Presentations*; *Swords Shields Daggers and Handshakes - Dealing with Difficult People*; *Views From A Sofa*; *Cool Questions, Great Conversation Starters*; *Pearls I Fought The Oysters For*. Patti is a co-author for "303 Solutions for Accomplishing More in Less Time", "303 Solutions for Dropping Stress and Finding More Balance", "Success Is A Team Effort", "Reach for the Stars: Success Secrets from Top Trainers and Speakers" and "303 Solutions for Developing the Leader In You".

## Contributor

Patti served eight years on the board of the Georgia Speakers Association and is the founder of "Books For Kids." She also teaches "Meeting of the Minds" and "There's A Book Inside Me and I've Got To Get It Out" at Emory University's Evening Program and is on the Continuing Education Faculty of Kennesaw State University.

### Partial Client List

AT&T  
Bell South  
BMG  
Chick-fil-A  
Citicorp/Citibank  
Coca-Cola  
Coldwell Banker  
Colgate-Palmolive  
DuPont  
Fannie Mae  
Georgia-Pacific  
Georgia Power  
GTE  
Habitat For Humanity  
Hewlett Packard  
The Kroger Corporation  
Lucent Technologies  
Many Hospitals and Medical Groups  
McGraw-Hill  
Million Dollar Round Table  
Merck Pharmaceutical  
Nextel  
Nortel Networks

### Partial Client List

Old Navy/The Gap  
Over 25 State and Federal Agencies  
PBS  
Penske Truck Leasing  
Phillips Laboratories  
Price Waterhouse  
Prudential  
Ripley's Believe It or Not  
Sherwin Williams  
Southern Company  
State, Regional and National Associations  
United Group Insurance  
UPS  
US Army, Navy and Air Force Reserve  
Various Schools, Colleges and Universities  
The Wharton School at University of Penn.  
Westinghouse

## Comments From Clients

### ***Incredible as always...***

"You were incredible as always! People keep stopping by my desk to thank me for bringing you to Nortel. Participant's e-mails and critique sheets from here and in Canada are filled with superlatives about how much they learned and how much fun they had. In all my years hiring speakers I have never heard "techies" praise anyone as highly as they do you."

*Nortel Networks*

### ***Patti stands out above the rest...***

"Patti stands out above the rest. I have never seen anyone create the interaction and full participation of every single audience member or create the bonding, energy and results that Patti has achieved in every single program she conducted for us."

*BMG Distribution*

### ***Dynamic, high energy...***

"Patti presented so easily and got everyone committed. It was wonderful! A fantastic job! I was amazed to see the transformation of the participants. Patti is the most dynamic, high-energy presenter I've ever seen. Excellent! Excellent! Excellent!"

*GenCorp*

### ***Superb!***

"Wow! Superb! Outstanding! Patti never fails to deliver an outstanding program--one that meets both the planners and the participants' objectives. In Patti's unique way, she provides a dynamic and motivational presentation. She is always committed to giving the audience a meaningful learning experience."

*The American Association of Occupational Health Nurses, Inc.*

### ***WOW!***

"Wow! J&J Industries was very impressed with Patti's presentation. How many speakers are asked to come back next year before they even leave the stage?"

*Tarkenton Speakers Bureau*

### ***Thought-provoking...***

"Informative. . .Thought-provoking. . .Enjoyable. Patti is a truly fine speaker. Patti has a terrific way of making everyone feel comfortable. Her interpersonal and interactive skills are excellent."

*GTE*

### ***Great Impression...***

"Once in a while, a person comes along that really makes a great impression on you. When they do, it is so much easier to learn from them. Patti made that kind of impression on me! You wouldn't believe how many times people shake hands now and talk about sharing chemicals and then laugh."

*Southern Company Services, Inc.*

## **POPULAR PROGRAMS SYNOPSES**

### **Workshops – Speeches - Interviews**

#### ***First Impressions and Body Language***

You meet someone, and on average, within 10 seconds you decide whether or not you like them. How is that first impression formed? Is your gut reaction accurate? In this program you will learn to read the thousands of nonverbal cues hidden in the hello and the handshake that can make your interactions more genuine and more productive. Patti has done years of research on the topic to create this high-energy interactive program. It is great for an opening keynote or after dinner speech as participants practice their 10-count intuition, 3-pump handshake, bubble breaking and head nods throughout the convention or meeting.

#### ***Reach Out - Communication That Transforms (Motivational Speech)***

When was the last time you had a conversation that affected you profoundly? What are you saying to people that can influence them in a positive way? Do you feel that people are paying attention to what you have to say? In this motivational program, rich with stories, tears and laughter, you will learn ways to communicate and to transform by establishing meaningful rapport, uncovering commonalities that connect, discovering what makes each person unique and methods to be more receptive and open to others.

#### ***Success Signals — Body Language In Business***

Have you ever been in a business meeting and wondered what someone was thinking? Would you like to change your power and confidence through a simple shift in body language? Would you like to have the winning edge in sales and negotiations? Do you know how to spot a liar? Eye blinks to head tilts, palms up to leg locks, this extremely popular program, based on Patti's' research and book, teaches you how to read and use body language to become aware of hundreds of secret messages. The insights will help you gain and maintain your business relationships.

#### ***Power in Conflict***

Like traffic and taxes, conflict is inevitable. So many times when you're dealing with a difficult person or situation you feel powerless. You think, "There is nothing I can do." But you do have power. You do have choices. In a conflict, you can see the other person as the enemy or choose non-defensive Options. In this program, you will learn clear, effective choices to handle attacks and criticisms called Handshake Options. This program helps you: analyze the choices that you make in conflict, understand the origin of conflict, utilize the seven Handshake Options, and integrate conflict management tools into your daily life.

#### ***You Can Depend on Me — Teamwork, Team Play and Teambuilding***

Support, sharing, synergy. This program is a highly participative formula for creating esprit de corps. Participants walk out with a feeling of connectedness and have specific tools for nurturing teamwork. The program can also include: strategic planning, creating vision and mission statements, using personality type assessment, developing creative problem solving, learning team project tools and mastering change.

**Behind the Smile--In Front of the Bottom line.  
Customer Service and Dealing with Difficult Customers**

Just saying, "Have a nice day," isn't enough. A typical business hears from only 4% of its dissatisfied customers, the other 96% will never come back. The program begins with participants examining their personal reasons for improving customer service, analyzing their service problems, and developing a customer service action plan. In the second half of the program, participants practice positive customer communication and step-by-step methods for dealing with disappointed customers, complainers and screamers.

**Body Politics--How the Power Differential Impacts  
Sexual Harassment and Diversity Issues**

This program explains how males and females interpret verbal and nonverbal communication differently, in addition to how and why misunderstandings lead to problems such as sexual harassment. The workshop version includes exercises, discussions and communication methods to prevent and deal with sexual harassment and diversity issues.

**I Have to Give a Presentation Tomorrow!  
A Step-by-Step Guide to Giving  
Exciting Speeches, Technical,  
Sales and Training Presentations**

If you have to give a speech, run a meeting, pitch a product or train an audience, this program will give you step-by-step guidelines and tools. You will create and organize a speech from beginning to end. You'll learn how to deliver it with confidence and savvy, practicing the secrets of the trade for attention grabbers, nervousness and connecting with an audience.

**Whistles, Stop Watches and Pats on The Back:  
Coaching and Counseling Techniques for Leaders**

As a leader, you need to go beyond the phrase, "We need to talk." People need more than instructions and a paycheck to do well. When employees have specific problems and interpersonal conflicts, we need to know what to do and feel confident about doing it. This workshop goes beyond the dry ho-hum management theories to give you useful tips in working with and getting quality work from your employees and team members. Skills include: motivating, building trust and self esteem, dealing with an "attitude" problem, appraising performance, giving effective criticism, conflict management, daily first impressions and using the power of specific praise.

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