



Bob Roitblat

Purveyor of Fine Ideas & Experience



Get People to Work With You, Not Against You: A Leaders Guide to Assertive Communications™

Keynote, Half-day or Full-day Program

Meet Your Presenter:

For more than three decades, Bob Roitblat has innovated, nurtured, developed and successfully exited more than a dozen businesses. He uses his experience as the CEO of Mainsail Consulting Group combined with his experience as a competitive sailor to draw parallels between building and leading a winning yacht racing team and building and leading a winning business.

Bob helps current and emerging leaders develop business skills that are effective whether the seas are calm or storms are raging. "Yacht racing," he says, "is the perfect metaphor for business success. Businesses, like race boats, require leadership, teamwork and rapid decision-making to be successful. Miles from land, you have only those resources you brought with you and your knowledge of the environment and your competition to eke out as much advantage as you can in a dynamic environment."

Audiences easily connect with Bob because he is interactive and fun. Bob is able to think on his feet and engage the audience with thought-provoking stories, examples and humor.

Why this program:

Effective Leaders combine strength with sensitivity through assertive communication. Assertive communications is not telling people what they want to hear. It is telling them what they need to hear—in such a way that they'll listen and respond appropriately.

Key Takeaways:

With this program, attendees will laugh, learn and leave knowing how to:

- Speak, write and behave in an assertive rather than passive or aggressive way.
- Project a confident image that earns respect.
- Use tactful ways to persuade and influence people.
- Avoid fight-or-flight reflexes that create chaos and inhibit progress
- Handle disagreements in a smooth, non-threatening way.
- Say "No" without feeling guilty or creating resentment.

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