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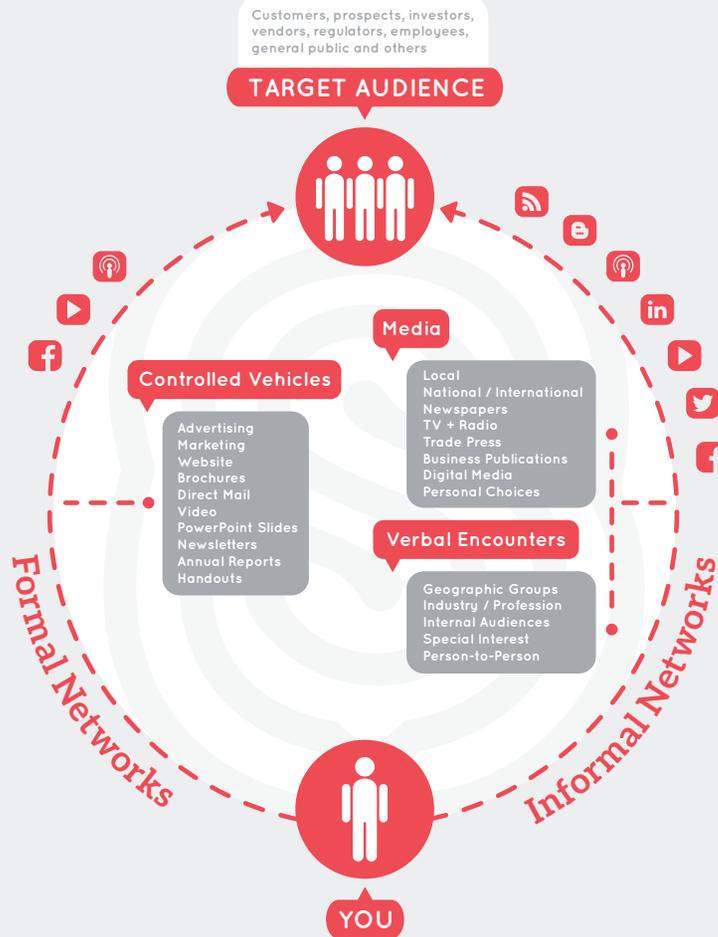
Making Communication a Strategic Tool



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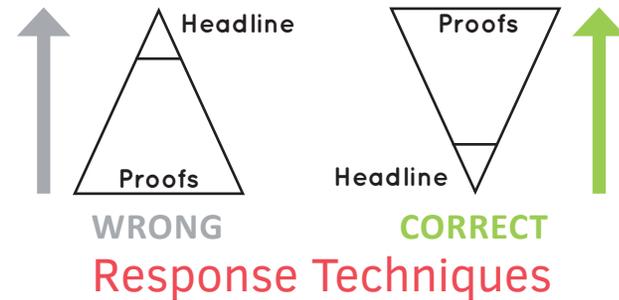
THE INFLUENCE MODEL



The Good-Bad Word Drill

GOOD	BAD (avoid)	JARGON (avoid)

The Structure of Information



That's not fair.	Yes.
On the contrary...	Of course.
I don't know, but...	Maybe not.
That's not the issue.	No.
That hasn't happened.	Sometimes.
We can't predict, but...	Not necessarily.
I don't have a crystal ball.	Actually, I disagree.
That's not exactly accurate.	I hope so.
There are several ways.	I hope not.
Let me put that in perspective.	Yes and no.
Before I tackle that...	Neither.
I'd like to go back to the earlier question.	I have heard that.
Let me go back to that.	I have not heard that.
It would not be fair or appropriate to discuss...	There are pros and cons.
Let me get the correct facts for you.	It's not quite that simple.
We don't anticipate that.	That's not true.
I'm sorry.	That's true.
That's a possibility.	It depends.
In my experience.	We're trying.



SPAETH COMMUNICATIONS, INC. is a strategic consulting, training and crisis communication firm. Recognized internationally for its unique methodology, Spaeth defines communication as influence. Effective communication goes beyond what you want to say or what you think your audience needs to know. It's about influencing what people hear, believe, remember and pass on.

Spaeth's unique approach offers clients a competitive edge and transforms how they communicate. Spaeth's diverse client base includes service and manufacturing companies, technology and Internet companies, various trade associations, education and financial institutions as well as government agencies and political groups.

Spaeth's team features seasoned communication experts working alongside bright and savvy young communicators. The firm is highly sought after to handle the most difficult of communication challenges while balancing traditional public relations with the complex media landscape we live in today.

**MERRIE
SPAETH**

**Founder
and
President**



Merrie has a unique background in media, government, politics, business and entertainment. She is a thought-leader in communication theory, a master of executive coaching and acknowledged as one of the most influential communication counselors in the world. Before founding Spaeth in 1987, Merrie was a producer for ABC's 20/20, a speech writer for the legendary founder and chairman of CBS, William S. Paley, and was assigned to FBI Director Judge William Webster while serving as a White House Fellow. All of this culminated into her roles as director of public affairs for the Federal Trade Commission, and ultimately her appointment as director of media relations at the White House in the Reagan Administration. Merrie is a sought-after public speaker who provides strategic communication counseling for companies and executives across the globe. She is also a dedicated mother, dog-lover and needlepoint enthusiast.