



# Creating Today's Leaders for Tomorrow's World

**An Introduction To**

**Simma Lieberman Associates**

***The College Series***



## Simma Lieberman Associates

Simma Lieberman is known for her ability to help people break down assumptions, build dialogues, and create healthy relationships. With over 20 years of experience, Simma is a highly-qualified trainer, keynote speaker, consultant, and coach who helps people prepare for the demands of modern workplaces. Her specialties include diversity, gender communications, lifework balance, stress management, and breaking through fear and self-doubt.



Simma brings her knowledge of the corporate world to educational institutions across the nation. She has been a guest lecturer at UC Berkeley, the College of Notre Dame, and Hayward State, and has partnered with Monster.com in a nationwide college leadership series called *Making it Count*. She delivers high-energy, high-impact programs that are as enlightening as they are enjoyable. Simma's laugh and learn style and her down to earth, amiable personality are highly revered and appreciated by the students and faculty she works with.

Simma is the author of *Putting Diversity to Work* (Crisp Publications, 2003), a guide for managers on leveraging diversity in the workplace. She is currently working on a second book, with colleague Kate Berardo, which is a comprehensive resource for college students to understand the post-college transition and learn the skills and outlook that will prepare them for their years ahead. Simma's articles and advice have been published in national magazines and news sources, including *Redbook*, *Human Resources Executive*, and *Fox News*. Simma has assisted *Oxygen Media* as a popular online chat host, has been a columnist for *Restaurant Hospitality*, and is an active member of the National Speakers Association. Her clients include McDonalds, Pillsbury, National Association of Female Executives, Lucent Technologies, Applied Materials, Motorola, AT&T, Monster.com, and the Women's Food Service Forum.

Speaker ♦ Trainer ♦ Consultant ♦ Author ♦ Coach



## Specializations

- Diversity
- Lifework Balance
- Stress Management
- Gender Communications
- Overcoming Fear & Self-Doubt
- Leadership Skills
- Building Inclusive Environments
- Team Building

*Simma Lieberman Associates develops programs focused on personal growth and development, healthy interactions, and the leadership & life skills needed to be successful in our modern, global world.*

*Our programs are custom designed to address our client's challenges. We use existing strengths and resources as a foundation to build stronger learning environments.*

## Services

- Trainings
- Workshops
- Keynote Speeches
- Strategic Planning
- Consulting
- Individual and Small Group Coaching
- Conflict Resolution
- Dialogue Building



## Keynote Speeches

- **University of Diversity: Diversity Leadership Essentials**
- **How to Break Through Fear & Self-Doubt in Turbulent Times**
- **How to Talk to Anyone & Everyone to Achieve Success**
- **How to Stay Together When Things are Falling Apart**
- **Finding Our Common Denominators within Diverse Perspectives**
- **Succeeding in a Multicultural Environment**
- **How to Have it All; Creating Conscious Life Balance**
- **Communicating with Comfort, Clarity, and Confidence**
- **Laugh, Let Go, and Control Your Life!**
- **What's The Buzz About? Understanding Diversity's Power & Potential**
- **The Courage to Feel: the Heart of Business Success**
- **Stress: When Your Finger Nails Become your Appetizer**
- **Serenity on the Streets of New York: A Personal Tale of Overcoming Adversity**

There is nothing boring about Simma! **Her keynote speeches are high-energy presentations that can vary from 30 minutes to 2 hours. All keynotes can include breakout sessions to increase message saturation. Simma works with audiences of small groups and large audiences of up to 5,000 people.**



## College Programs

### **Bring the skills being taught in the career world to your college campus!**

Simma's 20 years of training in corporations and organizations make her an extremely valuable speaker and trainer to bring to college campuses. She integrates her intimate knowledge of the challenges facing America today with her skill training, creating powerful and dynamic programs with long-lasting career benefits. Students learn strategies to:

1. Get a leg up in the working world by gaining the same skills that organizations and businesses are paying to develop in their current workforce.
2. Understand the issues facing businesses and organizations today and the role they can play as the next generation of workers.
3. Develop communication skills that will aid them in their personal and professional lives.
4. Learn the keys to living and working peacefully and successfully in a global world.

### **Simma's dares to be different:**

- ✓ She talks about sensitive issues and gets other people to do the same;
- ✓ She captures audiences and motivates people to change;
- ✓ She skips boring routines and common ideas;
- ✓ She makes diversity fun and exciting;
- ✓ She gains new friendships and mentoring relationships with every speaking engagement; and,
- ✓ Her style is friendly and humorous and her impact is enduring and strong



## Dialogue Building Programs

Simma's training as a facilitator is valuable to educational institutions needing to build dialogue between different campus groups. She is skilled in bringing together people from different backgrounds to encourage dialogue, break down assumptions, and begin building healthy interactions and relationships.

Simma is currently active in promoting dialogue and reconciliation between Jewish and Palestinian people and has a past bringing together diverse groups such as gays and Christians, African Americans and Caucasians, and Jews, Muslims, and Christians. Her dialogue building programs can be implemented as small group workshops or campus-wide events.

Bringing Simma to your campus can help address and solve growing tensions between different groups. Simma will help create an environment that supports open communication, growth, and relationship-building.

- **Build effective relationships between different groups**
- **Develop environments where diversity is supported and valued**
- **Break down stereotypes and assumptions**



## Diversity Programs

Students with diverse friends and experiences during college get better jobs and quicker promotions than students with limited interactions. Why? Because they can communicate with a wider range of people and interact effectively with more people on the job.

Unfortunately, most college students come from high schools with limited diversity and may not be familiar with interacting with people from different backgrounds. The Diversity Programs by Simma Lieberman Associates help students to analyze their assumptions and become more comfortable interacting with different people.

These programs are designed specifically to promote mutual respect, acceptance, and cooperation among people of different backgrounds. We show students how to make the most of the multi-faceted experiences that are available to them on college campuses.

### Success with Diversity Programs

- ✓ **Diversity Leadership:** Simma consults students of all backgrounds on the skills they need to be successful in the 21st Century and provides a powerful speech on what it means to be a diversity leader.
- ✓ **It's A Global World: Are You Ready for It?** Simma helps students understand and break down the assumptions that color their lives. She shows people how to keep an open mind about other people and explores the importance of valuing diversity in our global world.
- ✓ **Professor Guidance:** Simma works with faculty in seminars focusing on how to value and teach a diverse classroom. This program provides teachers with key tools they need to be effective classroom instructors for people of different backgrounds, abilities, learning styles, and cultures.

All programs begin with a consultation to determine your school's needs in order to customize programs for maximum impact and effectiveness.

- **Build effective working relationships between different groups**
- **Develop environments where diversity is supported and valued**
- **Help students and faculty gain the essential skills of today's workplace**



## Programs to Break Through Fear & Self-Doubt

Self-doubt and fear interfere with students' ability to set and achieve goals. These insecurities can limit confidence to one life area, such as schoolwork, making individuals afraid to learn new skills, enter new relationships, and begin an effective job search.

Simma's Programs to Break through Fear & Self-Doubt are a highly motivational series that help students to build confidence and push through the hidden obstacles that affect their schoolwork, career plans, and general confidence. Participants learn to:

1. Identify the negative self-talk in their lives
2. Recognize their fears and doubts
3. Learn to push past these influences in their lives

Simma built her career after breaking through her own insecurities and fears. She shares the hardships she endured because of her own self doubt and reveals the triumphs that resulted after she learned to tackle her insecurities. This is a great series for incoming freshman to build the skills they'll need in their next four years. It is also highly beneficial to graduating seniors who need a little "oomph" and encouragement to begin their transition into today's competitive job market.

### Healthy Lifestyle Topics

- ✓ **Break Through Fear & Self-Doubt:** Simma provides ten explosive techniques for breaking through fear and self-doubt.
- ✓ **Serenity on the Streets of New York:** In this program, Simma uses her own personal story to discuss strategies to build confidence and live life to the fullest.
- ✓ **Fear & the New Economy:** Drawing from the book she is currently working on, Simma talks about the difficulty of making that transition from academia to the real world. Instead of focusing on "how to get hired," "how to interview," "how to build an effective resume," Simma very candidly looks and talks about the underlying fears and concerns that students experience during these times.

- **Stop letting yourself stand in the way of your goals and dreams**
- **Learn to find the confidence in you**
- **Break out of unhealthy life habits that are based in fear and insecurities**



## Lifework Balance & Stress Management Programs

Work stress and life stress are directly related to high levels of burnout, health and performance problems. For students, this can translate into lower grades and decreased productivity. For faculty, this may mean disinterest, frustration or excessive anxiety.

Simma's Lifework and Stress Programs are a high-energy series that will help participants to immediately "take a load off." Participants learn to:

1. Break stress tension
2. Create balance between work and personal life and learn to enjoy both
3. Learn and practice a "have it all" life strategy
4. Add an extra hour to their day with effective time management tips

Simma speaks from experience! She is a former workaholic, who suffered from stress headaches, chain smoked three packs of cigarettes a day, and downed 12 cups of coffee a day. During that time she gained over 90 pounds in one year from stress-induced eating. Now, she works out regularly, is a nonsmoker, and doesn't need the caffeine boost to get through her day. In this series, she teaches people across the country the techniques that turned her life around.

### Healthy Lifestyle Topics

- ✓ **Stress Management Training:** Examine your personal pressures, learn to let go of things you can't control, and find solutions for your specific needs.
- ✓ **Life Balance Training:** Learn how to find internal balance and maintain productivity in demanding academic environments. Learn to be more productive, and have more fun doing it! Simma shows you how to use humor to gain perspective and balance.
- ✓ **Professor Guidance:** Academia can be as taxing for professors as it is for students! Simma works with faculty in seminars focusing on stress management. This program provides teachers with key tools they need to be effective classroom instructors and strike a healthy balance in their personal and professional lives.

- **Build healthy learning environments where students can do their best**
- **Replace tension and stress with energy and enthusiasm**
- **Gain effective time management skills**



## The Ease (Es) of Working with Simma

Simma Lieberman Associates is committed to making your experience working with us as enjoyable, easy, and effective as possible. Here's what we think of as the top five reasons to work with Simma Lieberman Associates. Simma is...

### ✓ Entertaining

Her programs are fun and enjoyable. She delivers high-energy, interactive presentations (no one ever falls asleep with Simma's laugh and learn style).

### ✓ Easy to Work With

Simma knows that organizing an event or seminar can be stressful. She works hard to minimize this pressure by being straightforward, easy to work with, and living up to her promises. She doesn't think she's successful unless the entire training, event, or program that she is part of is successful.

### ✓ Experienced

She has over 20 years of experience as a trainer and speaker that makes her reliable and effective. Her programs are valuable for the organization and enjoyable for attendees. She uses tools and techniques she has refined over the years for guaranteed success and customizes all programs to match the needs of the organization.

### ✓ Enlightening

Simma breaks down complex ideas and uncomfortable topics into subjects that are easy to understand and talk about. She creates a safe environment for learning and growth by drawing from her own life experiences and integrating natural and formal education.

### ✓ Effective

Simma gets results:

- Improved communication
- Increased morale and decreased burnout
- Personal growth and balance
- Open and honest environments
- Stronger and more diverse relationships

**Simma can help you meet the demands of modern workplaces. Contact us today to start making a difference on your college campus!**



## Praise for Simma

*Your seminar on Stress Management really hit the point for our Assistant Principals of the Year! Many of the participants noted that they continue to use your "techniques".*

**Linda Fontana Manager  
Executive Development  
McDonalds Corp.**

*My observation of her classroom performance suggests not only a command of the subject matter, but also a "passion" for the subject of workplace diversity. Her trainees rated her classroom performance as outstanding.*

**Gerald Jones  
Diversity Curriculum Manager  
Business Communications Systems  
Lucent Technology**

*Our training participants enjoyed your approachable and upbeat style of delivery. The workshop evaluations indicated Gender Communications has been highly interactive which added to its success.*

**Sharon Werner  
Training Manager  
Pillsbury Bakeries & Foodservice**

*Judging from the letters and feedback we've received, your presentation, "Time Management... to create bank" really hit home to our audience of 6, 000 women. Your strong delivery coupled with candor and warmth, plus your solid tips and sense of humor affected the viewers in very positive ways.*

**Leslie Smith  
Executive Director  
NAFE Women's Foundation**

*Your session "Creating Conscious Life Balance" was marvelous and the evaluations not only reflect how much the students enjoyed your workshop, but how much they learned from you.*

**William Curtis Advisor  
Student Life Programs  
California State University, Hayward**

*The training methods you used got the entire group involved and helped people feel comfortable talking about sensitive issues. Staff felt that this was "the best training we have ever had." Thanks to your excellent work, the door has now been opened for an ongoing dialogue about diversity at Lifelong Medical Care.*

**Pat Sussman  
Chief Operating Officer  
Lifelong Medical Care**



## What Students Say About Simma

*"Simma gave a life long memorable speech at the University of Chicago during a Diversity Leadership Conference I was fortunate enough to attend. Simma gave many wonderful life experiences pertaining to diversity & why we need to embrace differences. The statement that impacted me the most was when she said, "An enemy is just someone's story you have not heard." Think about it! How true is that? We make so many judgments before we know all sides to a story. Your enemy could be your best friend waiting for you to discover him or her!"*

**Da-Nay Rockmore**  
**University of Illinois at Chicago**

*"Simma, looking back on this weekend, I can truly say that you have truly been an inspiration, to my peers and myself. Thank you. You are great at what you do; I can only hope to be as motivational to others as you have been to me."*

**Silvana Velasquez**  
**State University of New York at Albany**

*"Simma's message on diversity hit me straight in the head. She gave us stories of her experiences growing up and that has made me really realize and acknowledge the fact that everyone is different. Being from a different culture myself, I was faced with a lot of challenges. I value the whole idea of Diversity now and I respect other people's beliefs and traditions even if I don't necessarily agree with them. Respect for them is what matters."*

**Titi Owode**  
**Illinois State University**

*"My overall experience at the Monster Leadership Diversity Program was phenomenal. The staffs were filled with energy and enthusiastic and that brought excitement to the program. The dynamic keynote speakers contributed to the success of the program. The Monster Leadership Diversity Program gave me the opportunity to learn more about becoming a great future leader. It also gave me the chance to meet some outstanding leaders such as Ms. Simma Lieberman and James Amps III.*

*Ms. Simma Lieberman was among the keynote speakers, whose message was inspiring. I enjoyed her message, which she spoke about becoming a Diversity Leader in the 21st century. Ms. Lieberman made a difference in my life the moment she got on the stage to speak at the program. She was an incredible speaker who has encouraged me to continue pursuing my vision as a motivational speaker."*

**Osato Omofonmwan**  
**Western Illinois University**



## Partial Client List

- **Applied Materials**
- **McDonalds**
- **Bechtel**
- **Motorola**
- **California Dept. of Corrections**
- **National Association of Female Executives**
- **ChevronTexaco**
- **Monster.com**
- **PG&E**
- **EBMUD**
- **Pillsbury Bakeries & Food Service**
- **Council of Hotel & Restaurant Trainers**
- **Indian Health Services**
- **Saks Fifth Avenue**
- **Internal Revenue Service**
- **Silicon Graphics**
- **Kaiser Hospital**
- **United Distillers and Vintners Distillers**
- **Lawrence Livermore Lab**
- **U.S. Postal Office Service**
- **Lucent Technologies**
- **PepsiCo**
- **Institute of Management Accountants**
- **Renaissance Hotels**

Our multi-cultural team works with educational institutions, businesses, government agencies, and associations across the country to provide an environment that promotes mutual respect, acceptance, cooperation and productivity among people to increase organizational effectiveness and profitability.



## Publications

### Books

Simma's latest published work, *Putting Diversity to Work*, was released November 2003 by Crisp Learning. Simma joins colleagues George Simons and Kate Berardo in this guide that teaches managers how to leverage and build the diversity present in their businesses.

### Magazines

Simma's articles and ideas have been featured in the following publications:

- ✓ Bread & Butter
- ✓ Chain Leader
- ✓ Christian Science Monitor
- ✓ Cosmopolitan
- ✓ Human Resources Executive
- ✓ Managing Workplace Conflict
- ✓ Public Relations Strategist
- ✓ Quick Service Restaurants
- ✓ Quill Magazine
- ✓ Redbook
- ✓ Restaurant Hospitality
- ✓ Restaurants USA
- ✓ Upscale Magazine
- ✓ Women's World
- ✓ Working Mother

### Websites

Information about Simma, and articles she's written, can be found on the following websites:

- Diversity Web: [www.diversityweb.org](http://www.diversityweb.org)
- Fox News: [www.foxnews.com](http://www.foxnews.com)
- JobGuru.com: [www.jobguru.com](http://www.jobguru.com)
- National Human Resources Organization: [www.humanresources.org](http://www.humanresources.org)
- Human Rights Campaign: [www.hrc.org](http://www.hrc.org)
- National Speakers Association: [www.nsaspeaker.org](http://www.nsaspeaker.org)
- Oxygen Media: [www.oxygen.com](http://www.oxygen.com)
- Restaurant.org: [www.restaurant.org](http://www.restaurant.org)
- Scher Group: [www.schergroup.com](http://www.schergroup.com)
- Stir Fry Seminars: [www.stirfryseminars.com](http://www.stirfryseminars.com)
- Thrive Online: [www.thriveonline.com](http://www.thriveonline.com)
- The Economist Intelligence Unit: [www.eiu.com](http://www.eiu.com)
- Website Estates: [www.websiteestates.com](http://www.websiteestates.com)

### Article Samples

In the next pages, you'll find three of Simma's articles, intended for your personal development and to demonstrate Simma's work. Visit Simma's website at [www.simmalieberman.com](http://www.simmalieberman.com) to sign up for her newsletter and access more of her articles.



## **Ten PC Tips for Communicating with a Diverse Audience**

by Simma Lieberman

By learning to speak to a diverse audience, you can broaden your client base transfer the learning to more people. We need to be more "PC". Were not talking "political correctness", were talking "Positively Conscious", of who is in our audience and understanding how to make people feel included. The more people feel included, the more they will listen to you, use your information and come back for more. If you offend people they will shut down and you will lose them.

1. Use words that include rather than exclude. While some women don't mind being called ladies, in a professional setting the word women is more appropriate. Be "positively conscious" of pronouns when discussing hypothetical cases. I have been inn workshops where the facilitator spoke as though all managers were "he" and all administrative support were "she". Metaphors are very effective. Remember to mix them. Don't use only sports metaphors. Have a balance. In Europe when they think of football they think of soccer. Be aware that people have different abilities. Instead of telling everyone to stand, you might say everyone who is able please stand, and have a way for others to participate in the exercise.
2. Learn the demographics of the audience before your presentation, and prepare.
3. Do not assume everyone shares your religious beliefs.
4. Look at everyone in the audience and smile at them. Speakers can have a tendency to visually relate to people who look more like them. Assume everyone wants to be valued.
5. Do not use humor that puts down any particular group. If you are not sure, get feedback from others.
6. Examine your assumptions about people who are different than you. Be open to letting go of those assumptions.
7. Do not be afraid to ask for the correct pronunciation of someone's name.
8. If someone has an accent and you can't understand them, ask them to repeat what they said slowly, because what they are saying is important to you.
9. Use methodology in your presentations to accommodate different learning styles. Visual Auditory Kinesthetic
10. Be comfortable with silence. In some cultures that can mean respect and attention. Be comfortable with direct interaction. In some cultures that can mean respect and attention. Be comfortable with saying, "I don't know."

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**Break Through Self-Doubt and Fear**  
by Simma Lieberman

**Silence the negative voices in your head that interfere with your ability to succeed**

I know what it's like to live with self-doubt and fear. For years my life was ruled by these feelings. I grew up in a lower income family in the Bronx, New York. I heard over and over again that people like us could never really be successful.

As early as kindergarten my teacher told my mother I was slow and not to expect too much from me. I was put in the slow-learners class. In reality, I was very smart but bored. My next teacher recognized this and moved me from the slow-learners class to the advanced class. But I still had my voices telling me: "You'll never make it. You'll never be popular". I felt I wasn't as good as other people because I didn't have the money and nice clothes that some of the other girls had. I was also shy and not in the popular crowd. I internalized outside messages and became a troublemaker.

My parents viewed my education as a pathway for becoming a teacher, social worker or civil servant. They limited my vision and left me believing that I didn't have a choice in what I wanted for my future. I couldn't understand how people became successful at something. But others saw potential in me. I was encouraged to study journalism and was placed in a special writing program. It could have been an incredible opportunity. Instead, I listened to my fears that I'd never make it, so I left the program and pretended that I didn't care.

Later, I got accepted to the High School of Performing Arts in New York. Acting had always been my dream, despite the fact that people said my "blue collar" Bronx accent would keep me from success. My parents loved me but didn't know how to give me support. They told me it was good to go to Performing Arts but that being an actor was out of reach for me. Rather than focus on the fact that I had gotten accepted to this wonderful school, I focused on the negative. My perception was that everyone else was wealthier, more experienced and more talented than me. I told myself: "You're not as good as everyone else. If you try and don't make it, you'll look like a fool. But if you don't try, you can still be cool." I pretended that I didn't really want to act. I didn't try, and I sabotaged myself. I felt like I had no one to talk to about my ambition. Eventually, I gave up trying and left. I told everyone, including myself, that it didn't matter. But the truth is, I had been afraid to try.

I spent the next two years in another high school, where I used drugs daily and became an addict. I still managed to do well on tests and graduated from high school at age 16. None of that meant anything to me, because by that time I had such low self-esteem, I thought if I could do it, it must be easy. I continued to feel that I was never good enough. My life was defined by what other people thought of me.

I had other opportunities. I was approached on the street by a magazine photographer and became a model at one of the top agencies in the world. I still carried my negative messages and told myself I couldn't do it. I still felt that I was unattractive and couldn't conceive of success. I gave up and dropped out. I just didn't believe in my ability to accomplish anything.

I tried moving to Eugene, Oregon because I blamed my problems on where I lived and the people in my life. In one year I managed to gain over 90 pounds and get addicted to coffee, cigarettes and other substances. I blamed everyone else for



my lack of money, healthy relationships and happiness. I lived in constant fear but was afraid to admit it.

My self-destruction finally resulted in a breakdown of my physical health and I had to be hospitalized and undergo major surgery. Doctors told me what I already knew: I had to make a major change. It was time to look at my past and my present and to decide what I wanted for my future. If I didn't break through negative thoughts I would always stay where I was.

### **Making positive changes**

I had to learn to change my attitude about myself. I read about and talked to people who had broken through their self-doubts and taken control of their lives. I got support from others and consciously began turning my destructive self-talk into constructive self-talk. I knew that if I took certain actions, my mind and emotions would follow. I let go of people who negatively influenced my life. I told myself that I was important, and began to plan and achieve my goals. I learned to have faith in my ability. I quit smoking, gave up coffee, and began exercising and eating well. The people I spent time with were also making positive changes in their lives. My life began to improve. I no longer saw myself as a victim. I learned to let go of blame and started taking small risks. I stopped comparing myself to other people and began to open up to new opportunities.

Today I have a successful speaking and consulting business. I have close friends, and a wonderful son. Learning from my life and others, I'm raising him to believe in himself, understand his feelings, and not be afraid of his fears. I travel throughout the country talking to corporations, associations and other organizations.

### **Ten Ways to Overcome Self-Doubt & Fear**

If your self-doubts and fears stop you from getting things done, here are some techniques and processes that can help you break through them:

1. Make a list of your fears. Only by admitting that they exist can you seek solutions.
2. Write down how these fears affect your life.
3. Become aware of the voices in your head and write down those negative messages.
4. Start building a support system of friends and eliminate people from your life who foster feelings of negativity.
5. Join a support group of people who have similar issues.
6. Change each negative message to one that is affirming and constructive.
7. Read books that help you feel better about yourself.
8. Be aware of your past, and be willing to let go of it.
9. List your goals and the actions you need to achieve them.
10. Take one of those actions every day. Each time you do something that brings you closer to achieving your goals you will feel better about yourself.

When fears and self-doubts come back, and they still do, I break through them by using the tools and skills I've learned and now teach. They work.

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## **Stress: Control It, Change It or Let It Go!**

by Simma Lieberman

There are different types of stressful situations. Some, like people interrupting you all the time, you can control, by doing things like letting the interrupters know you are busy and don't have time to talk. Other stresses, like rush hour traffic, are usually beyond your control.

You can learn to manage a great deal of your stress by asking looking at each stressor and asking yourself "Can I control it, can I change it, or do I need to learn to let it go? The "control, change, or let go" concept is an important key to stress management. We spend too much time worrying about things over which we have no control that we have no energy left to control the things we can. We become so overwhelmed, that we feel like our whole life is out of control and we'll never catch up. Once you understand the "control, change, or let go" concept and start putting it into practice you will be able to deal much better with stressful situations.

What can you change about rush hour traffic? You can take a different route, or travel at a different time. If these options aren't possible, you can change your attitude about the situation. Listen to music or educational tapes or books-on-tape. Keep your mind off the traffic and other drivers. To let go of commute stress, you have to accept that you cannot control the traffic, no matter how much you yell and gesture at other drivers to speed up. A stressful commute can ruin your whole day: don't let it! Accept that, if you are unable to change your route, or your time of travel, you are powerless over everything on the road, with the exception of your car and your attitude. Control your attitude, let go of the traffic, and you can control your stress!

So much of our stress comes from trying to control other people, places and things when we simply cannot. We are the ones who end up with the stress and resulting headaches! The people we try to control go home, or simply ignore us, barely giving us a thought. That's why it is so easy to build up resentment against other people in situations or jobs when we don't think we have much control. On the job, it impedes productivity and healthy teamwork. People tend to blame other people. If you are stressed out because of others, it's important to go through the steps of control, change and letting go. Unless you are ready to leave your job, family, or the planet earth, chances are you will continue working or being around the "stressful people." Ask yourself if the other person is actually a "stress carrier," or simply has a different style.

Letting go is a process. It takes time, and doesn't always happen at once just because we will it. We have to use our thoughts to control our emotions and our actions. Remind yourself that there are people and events you cannot control. All you can control is your attitude and your reactions. Its possible to change yourself-talk about the situation. Identify which stresses you can control, take appropriate action, and learn to let go of the things you can't.

Pick something in your life that stresses you out. Can you control it? If so, what can you do? Can you change it? If so, how? Perhaps you can only change or control a part of it. Do you need to let it go? If so, what can you do in order to let go?

You can view life as unexpected and exciting or your can view it as scary because you don't know what the future holds. Take charge; take control or let it go. The choice is yours!

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## Quick Questions

### **1. How long are your programs?**

Keynote speeches can be 30-minute quick shots to all day affairs with breakout sessions. Workshops generally last from a few hours to a few days.

### **2. How do I know which program we need?**

Many campus organizations and representatives approach us with the topic area they are interested in, for example, diversity or stress management. After speaking with you on the phone and learning more about your college or university, we are usually able to recommend a program best suited to your needs.

### **3. What makes Simma different from other speakers and trainers?**

For one thing, each and every one of Simma's program is customized, not a canned production. Simma can get people talking about sensitive topics and move them toward healthier perspectives while motivating people and making them smile. We call this the laugh and learn style. It makes for a thorough, invigorating type of training that students will enjoy and benefit from. Further, you won't see the level of commitment and care that Simma shows to her programs and students from many other trainers. She speaks at colleges because she believes in upcoming generations and wants to help shape their futures.

### **4. How far ahead do I need to book?**

In general, it is a good idea to book two months in advance. In part, this insures you can hire Simma for a specific date. This also gives us ample time to learn about your campus and customize your program. The general rule is the sooner the better. Simma takes last minute engagements when she is able to and can be booked for annual events more than a year in advance.

### **5. What do you need from me?**

Our goal is to make this process seamless and easy for you and effective for your program participants. To help make this happen, we will ask you to help us understand your campus's situation and needs. As we begin to develop your program, we may also solicit your help in getting additional information we need. This may be directing us to certain campus organizations or sending us some basic information. Often, we ask our clients to provide the names of a few people that we can interview beforehand to supplement the knowledge you have provided us.

### **6. Sounds good so far. What should I do next?**

Give us a call! We are always happy to talk with you and learn about your campus, regardless of whether you have an immediate need to hire a trainer or speaker. We can discuss with you the programs mentioned in this media kit and match them to your needs. If appropriate, we will then send you a proposal that documents the type and length of training, an outline of the sample program, and rates.

*Thank you for taking the time to learn more about Simma Lieberman Associates. We look forward to the opportunity to working with your college or university to help students and faculty build essential skills for the modern workplace!*