

Dianna Booher, CSP, CPAE

AUTHOR ■ SPEAKER ■ CONSULTANT

Increasing Productivity Through Effective Communication

“Dianna Booher has changed the way corporate America communicates.”

—Dr. Mary Kay Kickels, Vice President of Corporate Training,
Encyclopedia Britannica Educational Corporation

Dianna Booher helps organizations to improve productivity through effective communication: oral, written, interpersonal, and organizational.

Prolific Author

As author of more than 40 books, Dianna has published with Simon & Schuster/Pocket Books, Warner, McGraw-Hill, and Random House. Her latest books include *The Voice of Authority: 10 Communication Strategies Every Leader Needs to Know*; *Booher's Rules of Business Grammar: 101 Fast and Easy Ways to Correct the Most Common Errors*, *Speak with Confidence!: Powerful Presentations That Inform, Inspire, and Persuade*, *E-WRITING: 21st-Century Tools for Effective Communication, Communicate with Confidence!, From Contact to Contract*, and *Get a Life Without Sacrificing Your Career*. Several have been major book club selections. Her work has been published in more than 40 foreign editions.

Recognized Communication Expert

Dianna has been interviewed by Good Morning America, *The Wall Street Journal*, Fox, CNN, CNBC, *USA Today*, National Public Radio, Dr. Laura Radio Show, *The New York Times*, Forbes.com, *Washington Post*, *New York Newsday*, *Los Angeles Times*, *Chicago Tribune*, *Bloomberg*, *Boardroom Reports*, *Investor's Business Daily*, *Working Woman*, *Industry Week*, *McCall's*, *Cosmopolitan*, *Success*, *Entrepreneur*, among other national radio, TV, and newspapers. Executive Excellence Publishing named her as one of the “Top 100 Thought Leaders” and one of the “Top 100 Minds on Personal Development.” She holds a master's degree in English from the University of Houston.

Consultant and CEO

Dianna first began to lead organizations to increase their productivity through effective communication in 1980 as founder of Booher Consultants. Since then, Booher trainers have taken Dianna's communication principles and techniques to hundreds of organizations on six continents.

Programs offered by her firm include business and technical writing, proposal writing, presentation skills, customer service communication, interpersonal skills, resolving conflict, effective meetings, listening, and personal productivity.

Booher Consultants has received vendor-of-the-year awards from clients such as IBM and Frito-Lay for Booher's overall impact on the organization.

Dynamic Keynoter

Dianna's clients most often describe her and her programs this way:

“So many practical ideas I can use immediately”... “Inspiring—you make me want to go out and do it now!”... “High energy!”

Dianna delivers very focused programs addressing clients' specific communication issues as well as programs on personal growth topics.

Dianna has received the highest awards in the professional speaking industry, including induction into the **CPAE Speaker Hall of Fame®**. Additionally, *Successful Meetings* magazine named Dianna on its list of **21 Top Speakers for the 21st Century**.

Clients

Her clients include IBM, MCI, Hyatt Corporation, Nokia, Verizon, Hewlett-Packard, Texas Instruments, Siemens, Fujitsu, American Airlines, Boeing, Sabre, ExxonMobil, Occidental Petroleum, Merrill Lynch, Bank of America, JPMorgan Chase, Smith Barney, Shell Oil, Chevron, BP, Principal Financial Group, Northwestern Mutual, Deloitte & Touche, Federal Reserve Banks, JCPenney, Wal-Mart, Hallmark, PepsiCo, Frito-Lay, M.D. Anderson Cancer Center, GlaxoSmithKline, Bristol Myers Squibb, Alcatel-Lucent, Air National Guard, Lockheed Martin, Bell Helicopter, Air Liquide, U.S. Senate, and NASA, among many others.



Awards and Distinctions

- IBM's Star Quality Award: Highest Ranked Training Programs by Outside Supplier (Writing and Presentations)
- Frito-Lay Woman-Owned/Diversity Supplier of the Year for Overall Organizational Impact
- Lifetime Achievement Award—American Society of Training & Development, Dallas
- Cindy Award for Corporate Training
- HR's Best Training Product of the Year
- AMI's Trainer's Choice: Best New Video of the Year
- American Library Association: Best Non-Fiction Award
- Executive Soundview Summaries: Best of the Best Business Book of the Decade
- #1 Business Communication Book, Amazon Bestsellers
- Major Book Club Selections:
 - ♦ Newbridge Executive Program
 - ♦ Book of the Month Club: Alternate
 - ♦ Macmillan Executive
 - ♦ Fortune
 - ♦ Writer's Digest
 - ♦ Business Week
- Top 100 Thought Leaders
- Top 100 Minds on Personal Development
- 21 Top Speakers for the 21st Century

Dianna's Most Requested Topics...

10 Communication Strategies Every Leader Needs to Know

Communicate With Confidence®

Creating Executive Presence
Communicate with Confidence®
in the C-Suite

Strategic Writing™
Quick, Clear, Concise



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Testimonials

"..your message on how to improve the quality of our business and personal communications was right on target. Thanks again for your perfectly focused messages."

**Oscar C. Gomez, Vice President - External Affairs
Verizon Communications Inc.**

"Thank you for your expertise. You are the consummate professional—meticulous preparation, flawless pedagogy, and results participants are mentioning within days."

**Jane Binger, Executive Director, Leadership Development & Education
Lucile Packard Children's Hospital at Stanford University**

"I have received only the highest feedback from all of the participants. The material was right on target."

John Ogrizovich, Vice President IT Services, Waste Management, Inc.

"Your presentations ... were extremely well received. On a scale from one to five, with one equaling poor and five equaling excellent, you received a score of 5.0 on both sessions from symposium attendees. We have had many speakers who cover the topics related to communications, but you by far had the most professional and entertaining (sessions), and your substance and impact were top-notch. We definitely plan to have you back on our program in the future...."

**M. Lauren Basham, Director of Education and Communications
Society of Consumer Affairs Professionals in Business**

"Thank you very much for presenting 'Leader as an Effective Communicator'...people are still commenting on it! Great information for thinking or responding to questions—'thinking on your feet' will be an exceptional tool! Performing six times in two days is very difficult, yet you did it. In fact, it was noted that the sixth session was one of the liveliest!"

Casey Casort, PTL Administrator, Boeing

"...I knew you would be a hit. Your energy level is amazing, your humorous style is entertaining, and your on-target examples help your audience totally to relate to your topic. As I told the group in my introduction, I always feel that you are talking just to me, despite the hundreds of other people in the room."

Pat Sweeden, Training Manager, Maybelline

"...Thank you for the outstanding support that you rendered toward making our Enlisted Leadership Symposium a success. Your energy and enthusiasm for your craft is contagious. The degree of information you shared with our audience on ...Communicate with Confidence was outstanding! The feedback that we have received has been phenomenal and the symposium has been phrased as "the best ever." Of course, this feat could not have been accomplished without the delivery of relative information and a quality speech..."

Valerie Benton, Command Chief Master Sergeant, National Guard Bureau

"The work you put into preparing your presentation was reflected in the synergy of your message with the day's purpose, Frito-Lay Technology's philosophy, and the other speakers. The feedback we have received to date has been extremely positive."

Dennis Heard, Senior Vice President, Technology, Frito-Lay, Inc.

"Your presentation itself was very dynamic and energetic—I especially like your use of humor to illustrate some very important communication concepts. I suppose there is a degree of pressure for a speaker who is known as a 'communication expert.' But you certainly demonstrate that expertise, and walk the talk!"

Gay Knight, Program Manager, Communications Curriculum, IBM



**For a complete list of our programs,
please visit www.booher.com or call us at 800-342-6621.**