FRIDAY
NOVEMBER 13

1:00 - 4:00 PM
HOW TO SPEAK TO SERVICE CLUBS
presented by
Marshall Fritz & Philip Mitchell

Learn how to be a popular public speaker in the liberty movement. See the highlights of Marshall Fritz's three top service club speeches, and learn how to give them — your own way, of course!

- PERSUASION VS COERCION,
  The Case for Self-Government
- WHO AGREES WITH YOU IN POLITICS?
  (Quiz + Nolan Chart)
- POLITICAL MODERATION,
  Key to Human Survival in the 21st Century

You can eliminate the anxiety of writing a speech from scratch and get off to a faster start than you've ever imagined!

PLUS: Learn how to get invitations to speak from service clubs. It's a lot easier than you think!

PLUS: Learn why it's important to get the name and addresses of those who want information about libertarianism, and how you can use the libertarian "clearing house" that makes sure those names get followed-up by libertarian organizations.

BONUS: Learn about Toastmasters, the easiest and best way to get practice speaking in your vicinity. We will include a mock Toastmasters meeting during this workshop. Also, you'll find out how to pick a Toastmaster chapter that fits your needs, and how to spot a chapter to avoid.

7:15 - 7:45PM
RECOGNIZING COMMUNICATIONS TURNOFFS
presented by Philip Mitchell

Have you ever been called "insensitive"? Has a friend ever spotted someone's anger, frustration or resentment before you did? Have you wondered how some people have become "aware" of others' reactions? Most of us libertarians can answer "Yes" to these questions.

In this half-hour demonstration (not lecture), you'll learn how to "sense" another person's reactions. Dr. Mitchell uses Bergland, Fritz and volunteers from the audience to demonstrate communication turn offs. Then he gets members of the audience to describe what they see.

You will learn which physical changes to look for. You'll even learn how to use your communications flubs to build rapport.

This is NOT a quick course in body language where people learn "this move means X, this other move means Y." In fact, you'll learn to avoid a pitfall that afflicts much body language pop-psychology.

This is one of the most illuminating and entertaining segments of the Communicator Workshop.

7:45 - 8:30 PM
HOW TO BE UNDERSTOOD AND GET WHAT YOU WANT
presented by David Bergland

One question haunts libertarians — why do many of our friends and relatives reject or ignore our ideas?

You'll learn an ingenious answer first brought to the libertarian movement by David Bergland. He's found a real key for growth, and you'll feel the truth immediately because the answer is so consistent with our individualistic philosophy.

You will learn the four different ways people approach and embrace new ideas. This "temperament" approach is based in the work of psychologist Carl Jung. You'll learn how to adapt the way you package ideas to fit your listener's way of learning.

8:45 - 9:45PM
OPERATION BITE-SIZE
presented by David Bergland

Has anyone ever said your answers to questions are too long? Do friends say, "get to the point!"? Has anyone offered to stay friends if you'll stay off politics?

While it's good to know enough to give oral essays, the self- government movement will grow slowly if we don't get to the point!

Learn how to break the lecturer pattern and how to give quick, cogent answers. Answers of 30-seconds or less. Answers that trigger more questions. Answers that look good on the six o'clock news and in the paper. Answers that feel good to deliver because you know they'll work, rather than answers you improvise on the spot and wish later you hadn't.

9:45 - 10:00PM
THE JUNG TEST
(Optional)

You may take a personality test based on psychologist Carl Jung's systematic work on understanding differences in people. It's more definitive than the abridged four category temperament approach. The test pinpoints which of 16 Jungian types best fits you. (One humorist says there are 5 billion personality types on earth, and more if you count the schizophrenics.)

You'll receive a one-page Jungian analysis that has double value: 1) it will describe you so accurately that it confirms the validity of Jung's approach; 2) it offers insights into your strengths and weaknesses. This can help you direct your self-development as an adaptive communicator.

10:00PM
LATE NIGHT ROUND TABLE
(Optional)
with David Bergland, Philip Mitchell, Marshall Fritz

The Communicator Workshop is tightly scheduled. It's jam-packed with insights and exercises designed to help you acquire the knowledge and skill you need to leapfrog ahead as a communicator.

During the workshop, some people will ask important questions that must be deferred in order to stay on schedule. This session is the relief valve. Valuable-but-tangent questions will be answered here.

SATURDAY
NOVEMBER 14

9:00 - 9:50AM
HOW DALE CARNEGIE WOULD PRESENT LIBERTARIANISM
presented by Marshall Fritz

Dale Carnegie knew people buy a new idea because they can see themselves enjoying it's benefits, not because of the features. You'll learn to use benefits to describe a libertarian society so you can get others to yearn for that society the way you do.

Carnegie would have another point for libertarians: linguistic sensitivity. Find out which libertarian favorite words actually miscommunicate. Discover the three "A-words" to avoid. Learn the power-words that top communicators use when describing their goals

Also, find out how to avoid the hidden killer in almost every conversation about libertarianism, both for yourself and your listener.

10:00 - 10:50AM
HOW TO ADAPT TO YOUR LISTENER'S NEEDS
presented by David Bergland & Philip Mitchell

You will do an in-class exercise to design a bite-size answer for the question, "You wouldn't legalize drugs, would you?". Your first answer is for people of the same temperament as yourself; your second is for people of a different temperament.

Now the fun begins! Participants read their answers before the group. You see the reactions of your fellow libertarians. Expect to be surprised — and pleased — as you see living proof that Operation Bite-size and the Jungian temperaments are valid and powerful tools, not cutesy contrivances.

If you're from the "Show Me" state, this is the session for you.

11:00 - 11:50AM
THE RANSBERGER PIVOT: HOW TO GET A HOSTILE QUESTIONER TO LISTEN WITH AN OPEN MIND
presented by Marshall Fritz

Have you ever been asked a question by a person so hostile that you knew that whatever you said, it would fall on deaf ears? No matter how logical? It happens to all libertarians.

Ray Ransberger, a restaurant owner in Visalia, California, discovered the key to converting hostility into open-mindedness. Ray figured out that the source of the hostility is usually the questioner's assumption — invalid assumption — that the libertarian has harmful goals or intentions.

For instance, when a libertarian talks about "getting rid of public schools," a listener might assume the libertarian wants children to be uneducated. It's an invalid assumption, and Ray discovered how to "pop" such mis-conceptions in less than 10 seconds.

You'll learn the Ransberger Pivot and practice it with role-playing exercises with your fellow libertarians. You'll add the Pivot to your communicator tool kit and use it in every political discussion.

2:00 - 2:50PM
MASTERING THE BITE-SIZE METHOD
presented by Philip Mitchell & David Bergland

In a previous session, you learned the bite-size **concept**. Now you gain confidence by mastering the **skill**.

You'll use a written excercise to learn how to prune excess verbiage. Then you'll compare notes with others who have pruned the same answer. You'll learn more about the "temperament" approach by seeing how libertarians edit the same answer in different ways.

Other easy-to-learn exercises will help you further master the method. You'll gain command of all three aspects of Operation Bite-Size:

1. How to compose persuasive answers
2. How to practice delivery for top impact
3. How to incorporate pre-composed answers into your repertoire.

In summary, when you've mastered the Bite-Size Method, you'll find friends and relatives willing — sometimes eager — to listen to your ideas. In fact, even better, embrace your ideas!