



In the News

Sandra Steen & Associates, Inc.

Joy for the **Mind**, Body and Spirit:

Sandra Steen Turns Corporate Training into a Thing of Joy

“The learning process happens in three phases; to hear, to know and to understand. However, it is what we do after we understand that determines true comprehension and the power of change.” – Sandra Steen, Sandra Steen and Associates, Inc.

When was the last time your employees actually liked a corporate training session? Can you think of a time they reflected a positive attitude, inspired motivation or effective teamwork? If you can't remember or the answer is no, then chances are they weren't experiencing a session produced by Sandra Steen.

Sandra Steen is the President and CEO of an internationally recognized speaking, training and consulting firm, Sandra Steen & Associates, Inc. (SSA, Inc.) based in San Antonio, TX. Now in its 13th year of great success, SSA, Inc. has over 25 consultants spread throughout the U.S. with specific arenas of expertise. SSA, Inc. is recognized as a cutting edge leader in its industry. As the organization's chief officer, Steen has been heralded as an expert in her field speaking to corporate subjects such as Diversity, Leadership and Communication, Teamwork, Sales and Customer Service.

An internationally renowned motivational and inspirational speaker, author and successful entrepreneur, Steen has won business audiences the world over with her positive messages of joy, fulfillment and purpose. Her corporate messages are memorable, motivational and achieve positive results for companies around the world. As a self-described joyologist, Steen makes the study of joy her life's work. **“Joy-filled and productive working environments are not the status quo for many companies. It is proven that positive working environments encourage positive employee morale, increase productivity and directly affect bottom line results. I believe that working in a place where creativity is accepted, ideas are solicited and people move forward both personally and professionally should be the standard, not the exception,”** says Steen.

As a corporate speaker and trainer, Steen makes the realization of joy in the marketplace her main objective. Through the years, Steen and her firm have worked with a long list of reputable companies like Proctor & Gamble, AT&T, SBC Communications, Inc., Prudential, Sony, Wal-Mart and Royal Caribbean Cruise Lines to name a few. Steen's philosophy of impacting individual lives has been a driving force for inspirational change to Fortune 500 companies around the world.

Steen's custom-tailored corporate training programs have made positive impacts on Fortune 500 corporate CEOs and their employees from America to Australia, Europe to Brazil, and back again. She surrounds the subject of joy from all angles, considering joy for the mind, body and spirit. Sandra Steen's **Joy for the Mind** series is devoted to corporate training and audiences everywhere are learning what it means to find joy and purpose at work.

Finding Joy in Business? It IS Possible

If it seems unusual to think of joy in a business setting, you should get to know Sandra Steen. Not only is it possible to find joy in a corporate arena, but according to Steen, it's also important. “Work isn't something we just do,” she explains. “Our work should have purpose and drive us to want to succeed and continue moving forward.”

Offering an array of programs that speak to business issues relevant in any industry, Steen and her team of corporate trainers inspire their audiences to achieve their purpose and unleash their own power of positivity at work.

“We don't always have all the answers, but we bring the right questions,” says Steen. “SSA, Inc. specializes in offering people the tools to figure out their own answers; this has proven an empowering and rewarding activity to every audience we meet.”



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Whether addressing a group of business executives, bankers, entrepreneurs, lawyers, or front line employees, Sandra Steen's corporate messages have a universal appeal. The corporate training exercises that she and her staff develop are always dynamic and involve the audience to become actively involved with the messages she communicates.

"I'll often get people up out of their seats, repeating positive affirmations and actively participating in every session," says Steen. "It's always a memorable experience for employees and managers alike."

"Shut up and Let Me..." Series

Sandra Steen demonstrated her keen ability to specifically tailor her messages to each audience when she prepared to meet with an untapped market - hair salon owners, their employees and independent stylists. "I spent a lot of time interviewing salon owners and hair stylists to determine what kinds of messages would help them the most," Steen says. "I found that hairstylists were excellent in their work, however, their biggest challenge was communicating effectively with their clients."

The more Steen researched hairstylists and their challenges on the job, the more she realized their need to be equipped with specialized tools of communication and customer service.

"I wanted to come prepared and speak to them in their language," says Steen. That's when she conceived a book, *Shut up and Let Me Do Your Hair*, a humorous but effective tool for hairdressers to communicate with their clients while maintaining pillars of good customer service.

Her tactic was met with overwhelming enthusiasm. Everyone who attended her increasingly popular sessions wanted extra copies of the book and commented how Sandra's message was motivating and inspiring and spoke to their issues. The success of *Shut up and Let Me Do Your Hair* prompted a new series, and when Steen spoke to a group of nurses, she began developing *Shut up and Let Me Take Your Temperature*. *The Shut Up Series* has now evolved into three additional topics and is slated for release early 2007.

Show up on Purpose

Sandra Steen believes that excellent service should be universal. SSA, Inc. has tailored their corporate product offerings to suit financial institutions, contact centers, grocers, teleservices companies and sports agencies. The Joy for the Mind series is about empowering business leaders and their employees to understand how showing up to work with purpose can truly impact work productivity and the company's bottom line. When leaders and workers have a true sense of direction and purpose, then the whole operation can work seamlessly and with renewed efficiency.

Whether it's an hour or a full day, Steen and her brilliant team of corporate trainers and business consultants make the most of their time in front of every audience, offering practical messages with impacting lessons that will renew vision and ultimately impact the companies bottom-line. Sandra Steen & Associates, Inc. can custom design programs for audiences of every scope, and topics range from Customer Service, Sales, Coaching and Management Skills, Communication, Teambuilding, Leadership and Diversity. Isn't it time you arranged for a memorable corporate training session that you and your employees will find valuable?

For More Information

For More Information about Sandra Steen, please contact Sandra Steen and Associates Inc., at 210-804-0655 or online at sandrasteen.com.

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Sandra Steen's **Joy for the Mind** Training Sessions include:

The Joy of World Class Customer Service
Telephone Etiquette
Professional Presence: Joyfully Submitted
Coaching the Coach
Training the Trainer
Teambuilding and Communication
Diversity: The Power of Identity, Parts 1 and 2
Bridging Sales and Service

Sandra Steen's **Joy for the Body** *Oats to Joy™* Oatmeal Cookie Mix:

Oatmeal Pecan
Oatmeal Chocolate Chip
Oatmeal Raisin Cranberry
Oatmeal Chocolate Chip Coconut

Sandra Steen's book, *Who Stole My Joy™* is due in bookstores soon.

Sandra Steen's **Joy for the Spirit** Motivational Keynotes include:

Mission P.O.S.S.I.B.L.E.™
Championship Living™
Who Stole My Joy?™
Finding the Joyous You
Forgive and Grow Rich: Reconciling Your Forgiveness Account
"You're Fired!" A Message to the Joy Robbers™ in Your Life
Joy Builders™ in Your Organization
Sowing the Seeds of Purpose
Joy: A Key to Raising Performance
Beyond Great: Seven Secrets to Successful Leadership
Celebrating the Difference™
Finding Your Place Called There