



# The Art of Human Relations

*A Recipe for Success*®

*The Art of Human Relations is a professional development class that expands the capacity of employees to be top-performers who will put the “human” back into service, thereby enhancing their ability to attract, expand and retain customer relationships.*

*“The art and power of the human spirit is more important than ever to leverage and maximize investments in technology and marketing. It requires balancing people with technology and high tech with high touch to maximize growth, productivity, quality and profit.”*

Lee Ann Szelog

Lee Ann Szelog  
Simply Put, LLC  
[www.simplyputllc.com](http://www.simplyputllc.com)  
207-549-5151  
[lee@simplyputllc.com](mailto:lee@simplyputllc.com)



## Overview

Do you want to:

- Enhance communication and teamwork between employees?
- Put the “human” back in service?
- Improve the interpersonal skills of your employees?
- Create loyal customers?
- Provide an amazing learning experience for your employees?
- Create a positive experience with every customer during every interaction?

With technology overwhelming our senses, human relations is becoming a dying art. However, as humans we still crave interaction with people and an emotional connection that makes us feel valued. Perfecting and using the art of human relations can profoundly impact the quality of one’s life and the success of one’s career.

*The Art of Human Relations* helps participants understand how much influence they have on others (customers, patients, clients, co-workers, community members, family, and friends) through the way they communicate. Through the program participants realize the powerful and positive impact they can have on everyone with whom they come into contact, resulting in higher levels of customer service, more success with sales, and the ability to nurture better relationships with co-workers – as well as family and friends. Some graduates of the program say that, not only did this program enhance their delivery of service and improve relationships with customers and co-workers, but it *"changed their life."*

*The Art of Human Relations* is a 6-week/2-hours per week course designed for everyone, regardless of position, title, age, income, life stage or aspirations. For companies and organizations - large and small - during a time when personal service is mediocre at best, there are vast opportunities to maximize success, growth and profit by enhancing the service that is delivered to clients. In this day and age when we rely heavily on technology, we must remember that computers cannot smile or greet us or make us feel valued. The new art of human relations is balancing technology with people, and high tech with high touch to maximize growth and profit while enhancing the lives of people all around us. *The Art of Human Relations* provides the techniques, steps and tools to achieve the desired outcomes in a customized communications approach for each individual.

### **Benefits (for individual participants and company overall)**

1. Attract, expand and retain client relationships, contributing to enhanced profits;
2. Develop effective communications skills and standards;
3. Create and maintain healthy relationships at work, at home, in the community and beyond through improved interpersonal skills.
4. Enhance employee engagement, teamwork and value, contributing to greater productivity;
5. Encourage accountability;
6. Enhance the employee and customer experience.

**Recommended audience:** All employees (the best classes are approximately 25-30 participants per class, with a mix of job functions, skill levels, newer and more experienced employees, and entry-level and management-level).

## Syllabus

Program structure: 2 hours each week for 6 weeks. Real-life assignments in between each session to help reinforce skills and knowledge and to **change behavior**.

### **STEP ONE**

- Introduction to *The Art of Human Relations*
- Developing a *Recipe for Success*©
- The Echo Phenomenon
- Emotional contagion

### **STEP TWO**

- Roles and Definitions
- Communication Styles
- Communication insight and techniques
- Attitude

### **STEP THREE**

- First Impressions
- Emotional Intelligence
- Generational Opportunities
- Taking Ownership and Accountability

### **STEP FOUR**

- Change
- Process vs. Customer Focused
- Problem Solving – Service Recovery
- Service Standards and leveraging existing initiatives and programs

### **STEP FIVE**

- Teambuilding
- The Power of Thoughts
- Putting it all Together

### **STEP SIX**

- Individual *Recipes for Success*©

 To reinforce the learning the following optional support is available at the conclusion of the class:

1. Graduate program every 12 months to reinforce skills and introduce new concepts
2. Quarterly newsletter
3. Development of service standards
4. Coaching *The Art of Human Relations* for managers and supervisors

## Executive-level Testimonials



*"The Art of Human Relations Program gave our staff the opportunity to evaluate and "reset" relationships with others, internally and externally. We learned how much of a difference subtle changes can make, when using the Echo Phenomenon, in the reaction we get back from other people. We learned a lot about our co-workers that we didn't know, and this underscored the importance of getting to know each other on a personal level. We had some skeptics at the outset, but in the end they were participating right along with everyone else. I know that I benefitted both personally and professionally, as did many others and WBRC as a whole. This is a great investment for any company to make in the development of its employees."*

**Mike Pullen, Former Senior Architect , Principal, Maine Licensed Architect, WBRC Architects & Engineers**



*"I highly recommend Lee Szelog and her Art of Human Relations program to any company wanting to provide an exceptional customer service experience. This course has been one of the best (in my long HR career) communication programs I have attended. I have taken great pleasure in observing the positive and powerful impact of sending all employees through this program as a team. The personal and professional growth experienced by our employees translates to an individualized customer service experience for our members. The outcome has been a win-win for everyone."*

**Barbara Bartlett, Director of Human Resources, Infinity Federal Credit Union**



*"I strongly recommend this program to any business who wants to have a competitive advantage. My goal was to provide a learning opportunity for my staff to expand their professional competencies in the area of customer service. Much to my amazement, the results from this 6-week class were far reaching, both personally and professionally. Not only did we learn techniques and tools, but we learned how to apply them effectively and consistently. Having all my employees attend class together provided additional benefits I didn't expect; we learned and grew in the spirit of cooperation and collaboration as we shared our experiences. It is evident that human relations skills are more important than ever in this "high tech" day and age. I not only highly endorse this program, but I also recommend Lee Ann Szelog, the co-author and facilitator of the course. Her unique style, expertise and passion for the subject matter made it meaningful and comprehensible for all of us."*

**Robert Wheeler, Owner, J. Edward Knight Insurance**



*"I truly enjoyed participating in The Art of Human Relations. The program delivered more than I had imagined and our employees are better equipped to positively engage with customers, friends and family. We all took away practical tools for dealing with everyday situations. I especially appreciated your messages of taking ownership of your attitude and taking responsibility for your actions."*

**Mark Mickeriz, President & CEO, SIS Bank**

April 8, 2014

Dear Lee,

Thank you for giving of yourself. Your skills and energy in this class were only surpassed by your genuine and obvious care for each one of us.

Thank you for your teaching. I have learned to be a better manager and a better person. I am now acutely aware of my spirited communication style and how modifying that style to match that of others, creates success.

Thank you for your inspirational stories. They have given me perspective into the strength of the human condition.

Thank you for helping me practice empathy by treating others as they want to be treated.

Thank you for all of the keepsakes. The beautiful hardbound journal, the "index cards" and the thoughtful gifts are all lasting physical reminders of the power of this class.

Thank you for making me uncomfortable. Stretching me out of my comfort zone (such as staring silently at another co-worker), forced me to experience and learn new things.

---

Thank you for making me comfortable. You created a safe and open environment to freely express ourselves.

Thank you for all of the quotes. The wisdom of others is a powerful guidepost.

Thank you for showing me that vague expectations will produce uneven results. The exercise where each table wrote down a list of factors - and came up with dramatically different results was one of my AH HA serendipity moments.

Thank you for giving each of us permission to be individuals - not just employees. Who we are, is so much more than what we do from 9 to 5.

Thank you for all the fun. Learning need not always be in the form of lectures and PowerPoint presentations. Tossing tennis balls and doing the "doggie wag" is just as - if not more - valuable.

Lee, Thank you for the power of your thoughts!

And lastly here is one of my favorite quotes. It is from author and journalist, Garrison Keeler, and it simply says, "Be Well, Do Good Work, and Keep in Touch."

Warmly,  


April 8, 2014

Lee,  
You're terrific!

"If opportunity doesn't knock, build a door."  
- Milton Berle

Thank you for helping me build my door!! 😊

♥, Kati G.

Lee Ann

I wanted to say thank you for caring so deeply for the work that you do. I truly enjoyed your teachings throughout The Art of Human Relations. Thank you for spreading such good stuff around.

Chris Hanks

*"EVERYONE attending your sessions leaves in a better place. You are one of the lucky ones who have found your calling and gracefully share it for the wellbeing of everyone."*

Kandy Moreau, Director of Lending,  
Infinity Federal Credit Union

 Lee Ann Szlog  
Simply Put, LLC  
[www.simplyputllc.com](http://www.simplyputllc.com)  
207-549-5151  
[lee@simplyputllc.com](mailto:lee@simplyputllc.com)

## Quotes from class participant surveys—anonymous:

*"I have never been so moved to be a better person and employee, nor have I been given the tools in a format that are easy to apply. I can honestly say I feel like I was able to take so much away from the class; my life will never be the same. I can't thank Lee enough for her time and efforts to enhance our lives. I only hope everyone will at some point have the wonderful opportunity to take this class."*

*"I am so thankful to work for a company who cares more about their employees than the bottom line; in doing so, we, as employees will work harder to contribute positively to the bottom line."*

*"I would like to thank my employer and Lee for this opportunity and investing in me/all of us as individuals. I truly feel we have been given a gift. If we are able to find a solid place personally, it only strengthens our abilities to shine professionally."*

*"It has brought an overall awareness to who I am and how I interact with others. It has provided me useful tools I can put in place here at work, out in the community as well as at home. It also reinforced and supported the way I choose to start each day."*

*"Your work has had such a powerful and positive effect on our organization. There are many folks who were sad when these sessions came to a close."*

*"I graduated from *The Art of Human Relations* a better employee, father, husband...person."*

*"The class was much better than I expected. I have gone through several similar classes at previous employers and through college classes and this was the best."*

*"It gave me a sense of closeness to my co workers that I love. It makes communicating with people not seem so intimidating; everyone has their hang ups and things they need to work on. It made everyone seem more human."*

*"It is a great program that not only gave me skills to continually improve customer service, but also provided skills to improve my personal life and happiness as well."*

*"I thought this class was awesome and has helped me learn more about myself and how to better communicate in many areas of my life; as a coworker, as a family member, in my relationships."*

*"Overall I think the class was well rounded and I like the spacing of the classes. What was said in the class really made you think about things, whether it be personal, work family or friends. I would recommend this to everyone."*

*"Where the world can be such a negative place for our young (school age) generation, maybe introducing these classes to high school students to help prepare them for life in general. I realize that they may not be as receptive to these ideas, but many kids today do not have the coping skills to endure what life throws at them and would probably benefit a bit when thrown into the real world after graduation."*

*"I knew something had to change, but I always thought it was everything around me. I now know, from taking the class that I had to change. The program taught me that I have the power to cause change and ultimately be happier. *The Art of Human Relations* has truly enhanced my entire life and the lives of those around me, both at work and at home."*