

Workshop Offered To Help People Give To Companies

The Purchasing Management Association of West Georgia is sponsoring a one-day, in-depth seminar, "The Profit Center Personality," designed to help individuals make significant contributions to the bottom line of their companies and increase their own job security.

The seminar will be held Wednesday, Jan. 15, from 8 a.m. to 5 p.m. at the Shenandoah Environment and Education Center in the Shenandoah Industrial Park at Georgia Highway 34 and I-85, near Newnan.

In the "lean and mean" environment of the 90s, the

pressure on individuals for increased production and zero-defects has become intense, seminar organizers said. "The Profit Center Personality" is designed to help individuals develop those personality traits that will permit them to survive and thrive when greater output is required. It will help them meet and exceed the demands of Total Quality Management, contribute to the profit margin, and increase individual value to their companies.

The training will help create healthy attitudes about change and the global economy. Participants will learn how to use the art of creative abandonment and gain the attacker's advantage.

Participants should be able to improve interpersonal relationships by learning how to unravel complex human behavior and motivate a variety of personality types. This knowledge can help reduce conflicts and eliminate barriers to effective communications with superiors, colleagues and subordinates.

Participants will be taught skills for surviving the distress that can accompany change. They will learn techniques for building self-esteem, acquiring winning attitudes and boosting self-confidence.

They will learn concrete steps for overcoming mental blocks to action and visualization techni-

ques for increased personal productivity.

Instructing the seminar will be Karla Brandau, president of Life Power Dynamics and an experienced seminar instructor. She is a member of National Speakers Association, Georgia Speakers Association, American Society of Training and Development, and Women's Chapter of Commerce of Atlanta; and she is listed in Who's Who of American Executive Women.

She has written "Winning Calisthenics," a book for the non-stop, non-wait business world. Her clients include Southwire, Georgia Power, MCI, Southern Company, United States Environmental Protection Agency, Cobb County, Georgia Department of Labor, Equifax Services and Hussmann Corporation.

She conducts training for management teams and executives in the areas of change, productivity, stress and communications.

The Purchasing Management Association of West Georgia is making this one-day training session available to its members for \$30. Non-members may attend at a cost of \$75. Register by calling Joe Owens at 251-8700, Ext. 243. Anyone wishing more information on the Purchasing Management Association of West Georgia may write to P.O. Box 893, Carrollton, Ga. 30117.



KARLA BRANDAU