

The Way We Work

A Practical, Entertaining Seminar

By Best-Selling Author

Cynthia Ulrich Tobias, M.Ed

Apple St. LLC
(Applied Learning Styles)

PO Box 23162
Federal Way, WA 98093
(253) 988-4120

ctapplest@gmail.com

AppleSt.com

Cynthia Ulrich Tobias, M.Ed.

Cynthia's background
includes:

*25 years in private practice

*8 years as a public
high school teacher

*6 years as a
law enforcement officer

Cynthia speaks to both public and private schools and to educators, parents and students alike. Her corporate clients have included Seattle Police Dept, LAPD, International Assoc. of Women Police (IAWP), General Motors, Walt Disney, Merrill Lynch, and BNSF Railroads, as well as numerous government agencies, law enforcement and fire & rescue services.



**You Can Bring
Out the Best in
Almost Anyone!**

This dynamic presentation introduces you to *Learning Styles*, natural inborn strengths and preferences “pre-wired” into each person. Participants can learn how to recognize their personal learning styles, and how to develop effective strategies for communicating with virtually anyone. See how much of a difference it can make when a person is *understood* instead of *analyzed*, and discover how you can successfully get your message across to even the most challenging learners. This can easily be one of the most important and practical seminars you have ever hosted—and you won’t even be bored once!

Call today to schedule a date for your organization.

Recommendations from enthusiastic clients:

Exceptional presentations! The topics met our needs and goal. The response of the audience was phenomenal. They were very engaged and interested in the presentation. Very positive feedback from our evaluations. Useful material and Cynthia made an immediate connection with the audience. Thank you very much.

—Sgt. Terri MacMillan
Seattle Police Department, Seattle, WA
Recruiting & Staff Development

“Your inspirational and motivating words received countless accolades from conference attendees...I look forward to working with you in the future.”

—William J. Bratton, Chief of Police
Los Angeles Police Department

“Cynthia is an excellent communicator. She uses large doses of humor and many real-life anecdotes to convey her messages. The time flew by as we laughed and learned together. I wholeheartedly recommend Cynthia as one of the best retreat/seminar presenters we have ever heard.”

—Gabrielle Dudley
Children’s Hospital, Seattle, WA

“The raves and positive comments continue to come back to me from other individuals that attended the presentations with the instructors. ...They feel there is so much that you can offer in the fun and informative method of teaching you have demonstrated!”

—Elenjo Schaff
Eastside Fire and Rescue, Issaquah, WA

“In my opinion, and that of our senior consultants, *Learning Styles* has revolutionized our practice.”

—David V. Axene
Milliman & Robertson, Seattle, WA,
San Diego & San Francisco, CA

I wanted to thank you again for being such an integral part of our Police Commanders Course faculty. The message you deliver provides our leadership folks with much needed tools as they face the challenges of leading a diverse law enforcement force at each of our installations across the Marine Corps. Our success in training and education is due in large part to your participation.

--Stephen K Reese
Head, Training & Education, Marine Corps Law Enforcement

Cynthia is extremely insightful and has a fabulous sense of humor that keeps her audience engaged. Her thought provoking and interesting presentation leaves folks with a much better understanding of different personalities in the workplace. She also demonstrates how to apply that knowledge in the work place to build stronger teams and a cohesive work environment. I highly recommend Cynthia as a guest speaker.

-- Karen Moffett
Human Resources Manager, Sound Family Medicine

It is so rare to find speakers who can entertain an audience with humor, educate by appealing to their common sense, and when called upon to do so, put both of these abilities together to drive home a point. Thank you again for a fantastic and memorable program.

—Pete Hunt
Automotive Service Association of Washington, Lakewood, WA

There are no words that can express my gratitude for what you were able to accomplish with my Board of Directors. ...Your energy and enthusiasm were evident, and the tools you gave to us helped us accomplish more than I could have hoped for.

—Larry Wieda
Crime Stoppers International, Inc., Albuquerque, NM

Our initial confidence in your capabilities was validated in February as we watched you direct our group of Oldsmobile Service Consultants through 80 minutes on insightful and entertaining discussion and training on Dominant Learning Styles. You did a wonderful job!

—Jerry Starkey
General Motors, Oldsmobile Division, Lansing, MI

Cynthia Tobias is the best-selling author of the following:

The Way We Work
The Way They Learn
Every Child Can Succeed
You Can't Make Me! (But I Can Be Persuaded)
I Hate School!
Redefining the Strong-Willed Woman

Read excerpts and articles on our web site:

AppleSt.com

Call or e-mail for more information today!

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