

FOR IMMEDIATE RELEASE
CONTACT: Glen Sheppard, Polly Fuhrman
mailroom@boohr.com or 800-342-6621

Dianna Booher Speaks to Central and South American HR Leaders in Sao Paulo, Brazil

GRAPEVINE, TX, August 18, 2006—On August 20-25, 2006, senior HR executives, managers, and general professionals from all over Central and South America will gather in Sao Paulo, Brazil, for the annual CONARH conference. Their theme this year is "Transforming to Compete." Dianna Booher will be the closing keynote speaker on Tuesday, August 22, addressing strategies to improve both personal and organizational communication.

In preparation for the event, reporters in the Central and South American business press have been calling and emailing their questions to Ms. Booher. Below is a sampling of questions she has received:

- Why is trust so low in most organizations?
- How has technology changed the way we communicate? Have executives changed their communication style to accommodate the technology?
- How do we get people to share information rather than operate in silos?
- What can people do to increase their personal credibility with so many things vying for everyone's attention?
- What tips can you give for increasing productivity with email? People are already overworked.

Notice anything unusual in the subject matter? Neither did Ms. Booher. Those are the same issues corporations deal with in the U.S. and in fact in most every country where she travels and consults. And that points to the central truth of the message she will deliver in Sao Paulo: Technology is a means, not a strategy. People want to have an honest dialog—clear goals, input on decisions, straight talk about their performance. No matter the culture, heart-to-heart communication wins commitment; nothing less will do.

Communication problems—and their solutions—cross all cultural lines wherever there are people at work, whether in Sao Paulo, San Francisco, St. Petersburg, or Singapore.

Dianna Booher is CEO of Booher Consultants, a communication training firm, and the author of more than 40 books. She has published with Simon & Schuster/Pocket Books, Warner, McGraw-Hill, Prentice Hall, and HarperCollins. Her latest books include *Speak with Confidence!: Powerful Presentations That Inform, Inspire, and Persuade*; *E-Writing: 21st-Century Tools for Effective*

Communication; Communicate with Confidence!; and *Your Signature Work*[®]. Several have been major book club selections. Her work is widely available on audio, video, and online courseware (WBT and CBT).

Booher has received the highest awards in the professional speaking industry, including induction into the CPAE Speaker Hall of Fame. Additionally, *Successful Meetings* magazine named Dianna on its list of "21 Top Speakers for the 21st Century."

Consultant and CEO Booher first began to lead organizations to increase their productivity through effective communication in 1980 when she founded Booher Consultants. Since then, Booher trainers have taken Dianna's communication principles and techniques to hundreds of organizations around the world.

Dianna has been interviewed by Good Morning America, CNN, CNBC, USA Today, *Washington Post*, *New York Newsday*, *Los Angeles Times*, *Chicago Tribune*, *The Wall Street Journal*, National Public Radio, Bloomberg, *Investors Business Daily*, Fox Family Network, *Working Woman*, *Success*, *Entrepreneur*, among other national media.

Booher's books, audios, videos, online courseware, speech descriptions, and full-action video clips are all available at <http://booher.com>. Email speaking or training requests to training@booher.com or phone 1-800-342-6621.