

Learn to use the **TRUTH** to your advantage.



Wicklander-Zulawski & Associates, Inc.

January 2017

Are you guilty of not sticking to your New Year's resolutions? As January draws to a close and you realize you've had trouble keeping your resolutions (or have yet to start them) ... you're not alone. Results don't come easy and many of us are likely to slip and possibly give up all together on the goals we've set for ourselves. This doesn't have to be the case and we're here to help you get refocused on what's important to you. Whether it's mastering a new skill or quitting a bad habit, the key to a successful change is a well-thought-out-plan. This month we encourage you to pick yourself up, dust yourself off and try again. Mike Reddington, CFI offers helpful suggestions on how we can turn "I can't" into "I did" in his article entitled "Easily", and Wayne Hoover, CFI compares interviewers to a rototiller on the importance of going back over the same topics to further develop leads in his latest video for the International Association of Interviewers (IAI).

As the year progresses we encourage you to take advantage of the information, tips, latest news and encouragement available in our monthly newsletters. Our goal for this year is to help you achieve yours. It's always easier to stay committed to a plan when you share it with others, so we challenge you to share your career or personal goals with WZ for 2017. We will be here to motivate, support and encourage you along the way!

Easily

by Mike Reddington, CFI

At first glance, the task appeared impossible. As the Regional Director, Dave had been operating by his own rules for nearly two decades. He had a well-earned reputation for being a coercive leader who consistently seemed to demand more from his team while offering less support. Dave's approach was fortified by the fact that his team somehow managed to increase their productivity nearly every year despite how he treated them. Steve recently joined the company to work for Dave as his Area Manager and he quickly witnessed the effects of Dave's leadership style. Within his first month, Steve had two employees leave the company, one threatened to quit and several more told Steve his ideas would never work because Dave would never change.



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Open Registration Seminars

From Loss Prevention to Human Resources, all of WZ's programs provide the tools necessary to identify the TRUTH. The foundation of each and every course we offer is based on the principles of the WZ Non-Confrontational Method.

Need to train an entire team in 2017? WZ offers customized, in-house training courses when and where it's convenient for your organization. To learn more about our contract training programs contact Brett L. Ward, CFI and V.P. of Client Relations by email bward@w-z.com or call 800.222.7789 x119.

[View the 2017 Training Schedule >](#)



Develop Like a Rototiller?

Check out the latest **International Association of Interviewers training tip** provided by WZ Speaker Wayne Hoover, CFI as he discusses how an interviewer should attempt to develop the admission like a rototiller.

[Learn more about IAI >](#)



LIVE Webinars

WZ offers the perfect opportunity to continue learning when and where it's convenient for you with our series of webinars. Plan ahead to guarantee your spot and relax knowing you'll soon be trained by a 'live' WZ instructor on topics specific to your needs. Save the link below as more webinars will continue to be added each month.

[Go to the Webinar Schedule >](#)



Take Your Game to the Next Level

Many have asked "What can I do now to improve my skill set? I've attend your 2-day Interview & Interrogation course, as well as the 1-day Advanced, but I want to take my game to the next level". We have the answer!

Take advantage of this rare opportunity to join us in **Los Angeles** on **March 22-23, 2017** at our **Premier Investigators Workshop**. This course was designed for skilled investigators who are ready to take the gloves off and learn how to overcome some of the biggest hurdles faced by professionals in the field from a Certified Forensic Interviewer (CFI).

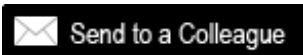
[Learn More & Register >](#)



Sell Like an Interrogator

Everybody sells - Certified Forensic Interviewers (CFI's) sell the truth. Both sales professionals and professional interrogators must establish credibility, build trust, influence the decision making process and inspire commitment. The Executive Education Team at WZ created the Disciplined Listening Sales Method to provide executives and sales professionals with techniques and best practices to connect with their counterparts, identify new opportunities and strengthen their relationships.





Hungry to Learn More?

Check out this **must-see video** message from David Lund, CFI on why you should attend International Association of Interviewers (IAI) Elite Training Day on April 4-5, 2017 at McDonald's Headquarters located in Oakbrook, IL.

[Get more details >](#)



Why WZ?

Wicklander-Zulawski & Associates (WZ) is an internationally recognized firm established in 1982. Our passion for the truth has led us to become a world leader in non-confrontational interview and interrogation training.

WZ's team of Certified Forensic Interviewers (CFI) teaches a series of techniques, anchored by the WZ Non-Confrontational Method to integrate strategic preparation, behavior interpretation, and structured questions which allow an interviewer to successfully adapt to any type of investigation.

Over 450 programs are facilitated annually for clients in human resources, loss prevention, executive management, compliance, law enforcement and government agencies. Each program is specifically designed with the individual client to ensure maximum application value. We encourage you to take the time to look through our website and you will find out exactly why Wicklander-Zulawski & Associates, Inc. is a leader in the industry.

[Visit Our Website](#)

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