

# SOCIAL FLUENCY

THE ART AND SCIENCE OF COMMUNICATION

COMPANYBACKGROUNDER 2012

Social Fluency is a pioneering social skills training program that helps people develop rewarding relationships that lead to success in life and business. The company was founded in 2009, and is headquartered in San Francisco, California with a satellite office in Vancouver, Canada. To date, more than 1,500 people have graduated from Social Fluency's programs – including numerous corporate client teams in the tech sector and beyond.

*Social Fluency offers a 100% money back guarantee on all of our programs: that is how confident we are in our proven ability to deliver powerful, life-changing results that increase employee job satisfaction, organizational productivity and company profits.*

## The Power of Social Fluency

The Digital Revolution has transformed the way we communicate, but not always for the better. While email, texting, social media and smartphones can increase connectivity and productivity, their widespread use has also eroded the essential face-to-face social and conversational skills that form the basis of all human relationships. Social Fluency restores that natural balance by helping people exercise their dormant or underdeveloped social muscles so they can relate better in all areas of their lives.

Strong communicators are able to express themselves clearly and let people know what they want. They also understand others better because they know how to really listen to what people are saying. They connect with more people because they have the skill – and therefore the confidence – to meet anyone, anywhere, anytime. They feel comfortable interacting in any situation, whether it's an industry networking event, a company mixer, a presentation to clients or managing projects. They also have the self-assurance to speak up during meetings when they have something important to say, share their ideas in brainstorming sessions and manage subordinates with respect and efficiency.

By combining the art and science of real world communication, Social Fluency has developed a skills-based core curriculum that is built on peer-reviewed research in cognitive behavioral psychology, neuroscience, media theory and other cutting-edge disciplines. Its effectiveness has therefore been proven by both scientific studies and real-world results. Our unique teaching techniques and highly skilled instructors blend interesting content and interactive discussion with hands-on exercises – producing behavior change much more quickly and permanently than reading and studying alone ever could. The positive new social habits that result dramatically improve people's personal lives and work performance by transforming their belief systems – the engine that drives all of our perceptions, emotions, decisions and actions. With a healthy belief system in place, people are more effective in their lives because they see themselves and the world more clearly.

### Want to Know More?

Visit Social Fluency  
on the web at:  
[www.socialfluency.com](http://www.socialfluency.com)

Call us at:  
877-246-4330

Book a consultation onsite  
or come visit our offices at:

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San Francisco,  
CA 94105

Our incredible team of powerhouse trainers includes psychologists, highly credentialed executive and life coaches, as well as training and organizational development experts. All of our instructors have not only been certified by Social Fluency, but they have brought with them a vast array of specialized training and education that has contributed to the ongoing content that Social Fluency provides. We are highly selective and only provide the best people to train your staff. Specialized one on one coaching is available for senior executives, managers and anyone wishing to substantially progress in their career.

