

**Vera N. Held (416) 785-3556, B.A. Eng., Cert. PR.,
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Workplace coach, facilitator, speaker, writer and PR consultant

Author of biz best-seller *How Not to Take it Personally*

"Make it Work" columnist, The Toronto Sun/24 Hours Toronto

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A dedicated coach, Vera Held helps your staff communicate effectively all the time even in the most difficult situations with the most difficult people. Her international business bestseller "[How Not to Take It Personally](#)" has helped employees as far away as Australia, Germany, and Singapore and Algeria perform more productively at work every day. Vera has more than 30 years experience in the workplace and in communication and education.

Vera has been extensively featured, interviewed and has acted as a paid guest expert on television and radio. Examples include: Canada AM, The Camilla Scott Show, Dini Petty, Jane Hawtin Live, Eye on Toronto, CBC Calgary EyeOpener, CFRA Radio Ottawa, etc.

In 1998, the Canadian Booksellers Association voted Vera's business bestseller "[How Not to Take It Personally](#)" one of the top 15 business books in Canada. The book has sold over 20,000 copies in English, French, German and Turkish.

Seventy percent of workplace errors are truly "communication" errors. Errors, that have nothing to do with anyone's technical skills. But why does workplace productivity become impaired so frequently through miscommunication?

BENEFITS OF WORKING WITH VERA:

- Increase focus, productivity and on-the-job safety through strategic communication practices like learning how not to take things personally
- Move your golden eagles to the next level
- Use the principal of synergy to bring out the best qualities in each team member
- Save time/money by avoiding miscommunications and help your managers to listen well and clearly communicate verbally and in writing
- Build on diversity to enhance the health of your workplace environment
- Garner expert people insights on your executives, managers and staff for succession planning
- Create website copy that highlights your unique brand and selling proposition
- Obtain timely blogs, news releases, fact sheets, branding statements, etc., for all your target markets
- Make your organization shine through effective media relations

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