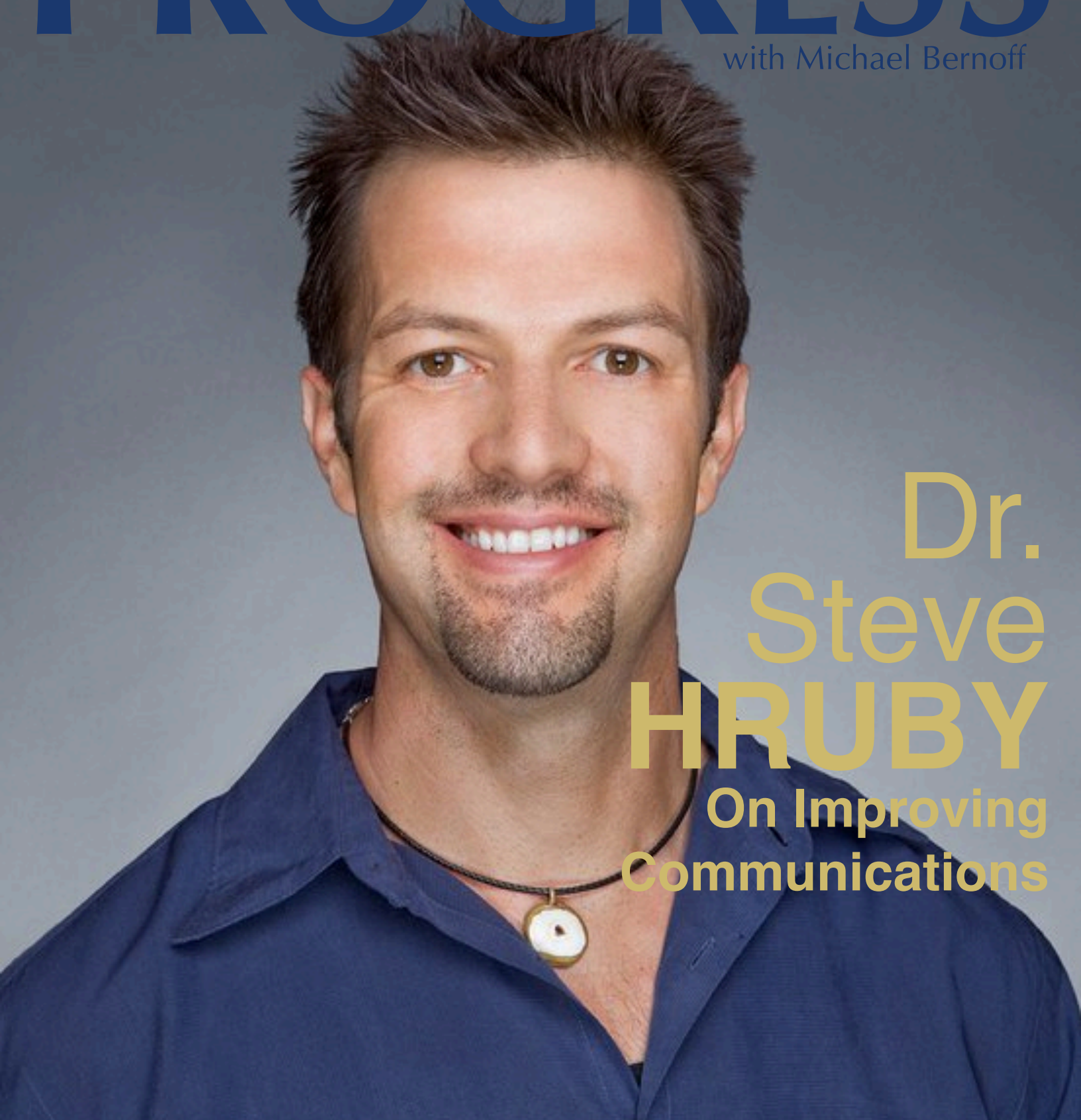


PROGRESS

with Michael Bernoff



Dr.
Steve
HRUBY
On Improving
Communications

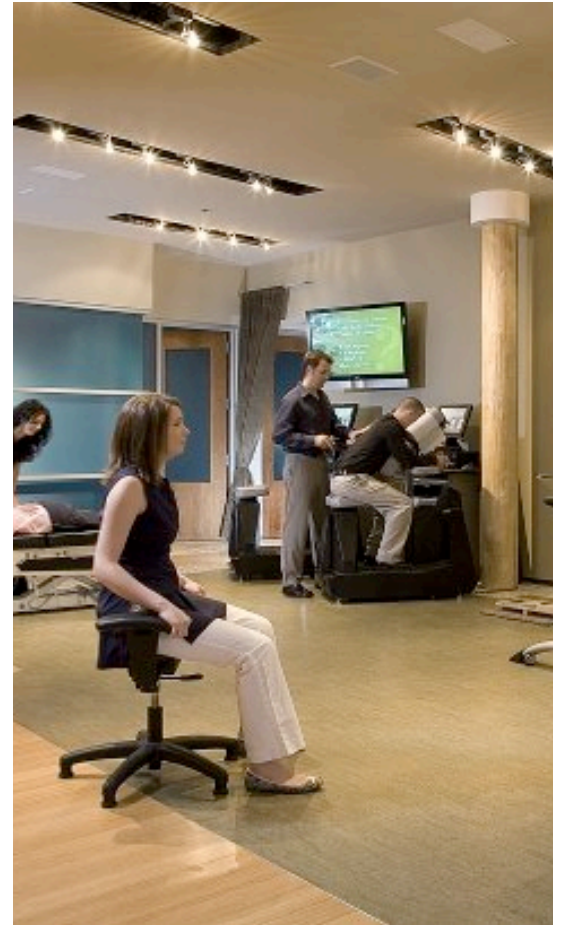
“My client conversion rate jumped from 40% to 80% within 3 months.”

STEVE HRUBY

Chiropractor, Kaizen Wellness Center

HOME
Scottsdale, AZ

CHILDREN
Sasha, 3
Gavin, 1



“Initially I wanted to work on communication skills both for myself and with my clients. Being a chiropractor I have attended a lot of seminars, but I was looking for something different that would leave me with the ability to be more effective when I am talking. Michael **definitely delivered BIG TIME!** As I've worked with Michael over the past few years I've learned so much and I believe it has a lot to do with his strong personal involvement with people. There's a sincerity to him. He's dedicated and committed to every individual he works with. Michael himself continues to grow and improve and has the same standards for himself that he uses with his clients.

As for me, I spent a lot of time communicating with myself. As we all do - it's called self-talk. What I discovered through Michael's teachings is that I often loop in my communication with myself -- repeating the same things in my head over and over again. Just becoming aware of this has been

foundational to me making changes. Now I can use so many of the techniques that Michael has taught me. I have acquired an incredible amount of skills and strategies that I don't even have to think about now. **They all come so naturally.**

Since working with Mike I now feel in control of my conversations when communicating with my clients. I know what direction I am going and I also recognize when I'm off track with that communication. And I (almost always!) know what I need to do to get back on track. I can also help my clients visualize what their life will be like when they have a higher level of health, allowing them to follow through with the actions they need to get the results they are seeking.

Mike really “walks his walk.” He really cares. Mike is a great role model and I try to do the same thing and be a **strong role model** for my own family and community,

“Since working with Mike I now feel that I am in control of my conversations when I am communicating.”

Thoughts from Michael

on Improving Communication

The core of all I teach is communication. I strongly believe that the confidence of everyone can increase dramatically and quickly with improved internal and external communication. You can't teach confidence. You can teach skills that make you more confident...and that's my passion. And that's exactly what Dr. Steve has done for himself. When we first met he was already a motivated and determined man with a beautiful practice that was growing. He just wanted to learn some additional communication skills that would allow him to speak more effectively with his clients. Dr. Steve has done an amazing job at acquiring these skills and integrating them into his chiropractic practice. Personally it's been a real joy for me to watch him incorporate his newly acquired tools into his practice and to hear him talk about how much better he can positively impact the health of his patients. All along I've known that Dr. Steve's goal with KaiZen Wellness Center is to work with people on very personal level to help them take the necessary steps to live higher quality, more fulfilling, healthier lives. In many ways, our goals for our clients are the same. It's been a full circle for both of us in that I've been able to teach Steve strategies to increase his quality of life, and in turn he's been able to assist his clients in the exact same way.

Now That's Progress.

I've always said that he or she who has the most effective communication will have the most doors of opportunity opened to them. Dr. Steve now has an ability to read and understand people more effectively, and to clearly articulate to them a message that will drive them to care enough about their health to take the necessary actions to improve it. I've watched him double the size of his practice, which comes down to dollars and cents, yes, but more importantly it comes down to more people feeling physically better and really enjoying life the way they wanted to all along.

Now That's Success.

Ready to begin *really* living your life?

Visit www.michaelbernoff.com

or call 866.241.5111 to get started now.

