

What You Can Do To:

Cope With & Stop Workplace Bullying

& Sustain a Culture of Respect



Valerie Cade, CSP
Workplace Bullying Expert,
Presenter & Best Selling Author
of "Bully Free at Work!"

"You delivered an excellent session! You kept the audience's attention, they laughed and cried! You gave them the tools they needed. I would recommend you in a heart beat to other educators and meeting planners looking for an effective approach to stopping workplace bullying."

**- Lynn Gough, Union Representative, Education
Alberta Union of Provincial Employees (AUPE)**

"Thank you for the *excellent* presentation you gave us! You are a class act and an absolute pleasure to work with. Not only were we impressed (again) with your knowledge, but your natural delivery ability, honesty and approachability made workplace bullying far more accessible to the audience than it might have been otherwise...you truly are delightful and we love your sense of humour!"

**- Kris Bojda & Linda Cherry, Business & Industry
Liaisons, Alberta Employment & Immigration**

"First of all Valerie, may I once again thank you for your outstanding preparation, "above the bar" presentation with awesome style and substance, and the complete acceptance and admiration of each and every one of our Pharmacy group attending our conference! Over the past 18 years, I have seen and heard many presenters, but you are the first one who helped us not only gain an insight into "first class going to world class", who "adrenalized" our motivations to come forward, but as importantly made us feel better about ourselves. And you did it in such a naturally genuine "conversational" style. Thank you!"

**- Larry Surkan, Pharmacy Director, Home Office
Federated Co-operatives Limited**

Valerie Cade is an award-winning presenter who is considered one of North America's top experts in the field of stopping workplace bullying.

She is author of the best selling book ***"Bully Free at Work: What You Can Do To Stop Workplace Bullying Now"***, which is currently distributed in over 100 countries.

Valerie truly has a gift for inspiring those who work to support and lead others, engaging ever level from the executive team to managers and supervisors as well as front line employees as everyone has a unique perspective.



For the past 20 years, she has led hundreds of sessions throughout North America, Europe, China and Russia, with a relevant, humorous and heartfelt approach combined with a true understanding and wisdom of what it takes to not only cope with workplace bullying, but what it takes to truly stop it...***and replace these situations by inspiring accountability of respectful behaviours!***

As CEO of one of Canada's largest training companies for 10 years, Valerie helped turn this near-bankrupt company into profitable success. In addition, her work in creating inspired workplaces, where people "want to", helped raise satisfaction levels in organizations to over 80 – 90% sustained.

In addition:

- **She understands Service Leadership:** Valerie was the 2002 National President of the Canadian Association of Professional Speakers and has received the President's Award for Distinguished Service...twice! She was also unanimously voted by the National Board of the Canadian Association of Professional Speakers to receive the "Spirit of CAPS" Award for her outstanding contribution and professionalism to speaking professionals worldwide.
- **She understands Dedication:** She received the Top Candidate Award for Canadian Basic Military Training... as the first woman in Canada and...
- **She is an accomplished and Effective Presenter:** Valerie has earned the Certified Speaking Professional Designation (CSP), which is the highest earned speaking designation in the world with only 500 recipients worldwide... and as the first female in Canada! In addition, Valerie's ratings as a presenter average 4.9/5.0 for all size audiences.

Valerie has *genuine* passion, and she is knowledgeable and well researched. She has a stand up comedian presence while still talking seriously and strategically about the realities and implementation of workplace bullying in organizations...& she can turn a lifetime of hurt into hope.

PS: See these video clips of Valerie Cade on Workplace Bullying:

<https://www.youtube.com/user/workplacebullying>

The Facts About **Workplace Bullying**:

Why do workers and organizations need awareness on Bullying?

Reason: At least 1 out of 6 people have reported being bullied at work. That's nearly 20%.



ZERO Tolerance

What happens with this 'silent cyanide' is that employees and managers withdraw and lose valuable momentum. Whether the bullying occurs with one's boss, laterally, or with your patients; many targets are left confused, less productive and worse yet, your great employees begin to leave.

Did you know that 67% of those being bullied have the intention:

1. Of leaving their job (30%), or
2. Staying in their job and doing nothing (37%)?

Workplace Bullying: is deliberate, disrespectful, repeated behavior by one or more people, directed toward the target for the bully's gain.

You may be a **Target** if you are repeatedly:

- Denied, ignored and dismissed with regard to trying to create communication;
- Subjected to constant criticism, verbal attacks, blame; or being falsely accused;
- Exposed to a bully boss or co-worker who has an unwillingness to communicate, cooperate and connect with you in any normal interpersonal exchange.

Benefit for **Targets:** to regain the confidence and respect that you deserve.

For **Managers, Supervisors, Leaders and HR Professionals**, you may be faced with:

- Having a 'bully' employee that you can't seem to control;
- Being made aware of a workplace bully in your department/organization, but not having the knowledge, skills or support to handle all sides effectively or;
- Not having the time to deal with inter-personal challenges due to work demands...but morale is getting worse.

Benefit for **Leaders:** the finest, turn-key systems you can use in order to assess and address workplace bullying with ease - to gain back the positive morale and productivity you deserve.

Why Workplace Bullying Inspiration, Information and Implementation is Important:

1. When employees were asked if their workplace situation affects their family and primary relationships, 87% said yes.
2. When managers supervisors and staff were asked if they had the tools and support to stop workplace bullying...93% said No.!

"Bully Free at Work" was created with you in mind.

Keynotes, Breakouts or Seminars

(Any length from 1 to 4 hours)

Bully Free at Work **Creating a Respectful Workplace**

This is about the facts and strategies you need to know about coping with and stopping workplace bullying.

What can you do when 'extending the olive branch' doesn't seem to work anymore? Handling workplace bullying is actually 180% different than 'working with a difficult person'. Traditional conflict resolution does not work when dealing with someone who is highly oppositional. That's why this session is different.

Here's What You Will Learn and Experience:

- What is Workplace Bullying *exactly*?
- How is workplace bullying different from working with a difficult person?
- How to determine if you are being bullied or not – and what to do about it.
- The approach to take with a difficult person vs. a bully – they are they different!
- What motivates a bully? Why do they do it?
- The top common bullying tactics used and how you can overcome them.
- What to do if you are a target: specific steps to cope and gain your confidence back.
- The best thing you can do to help someone else who is being bullied.

Gain the full awareness, hope and implementation to help stop workplace bullying and disruptive behaviors both personally and organizationally. It restores hope and gives inspiration how to create a respectful workplace with sustainability.

And!! Due to the nature of this topic area, an optional confidential survey is included for all participants in order to: 1. Fully customize; 2. Give participants a 'voice'; 3. Help to create buy-in and 4. To assist where need be.

PS: Valerie's Workplace Bullying segment on Calgary's Breakfast TV:

<http://www.youtube.com/watch?v=UMjj061Dn8o>



The Politics of Workplace Bullying

Creating Civility & Accountability

If it's not rational, it's political! How much time and energy have you already invested into trying to navigate through and deal with disruptive behaviors? Handling these disruptive, abrasive and bullying behaviors successfully requires some non-traditional training. This advanced session is more than 'winning with difficult people'. Without this kind of training, you're in the battlefield unprotected.



What You Will Learn:

- What is Workplace Bullying *exactly*?
- How is workplace bullying different from working with a difficult person?
- How to determine if you are being bullied or not – and what to do about it.
- The approach to take with a difficult person vs. a bully – they are they different!
- What motivates a bully? Why do they do it?
- The top common bullying tactics used and how you can overcome them.
- What to do if you are a target: specific steps to cope and gain your confidence back.
- The best thing you can do to help someone else who is being bullied.

PLUS!!! The Leader/Manager/Supervisor Support You Need:

- Being able to create trust with all stakeholders and lead them through (not around) the 'issues'.
- How to lead through the "he says, she says" scenario with employees. Who to believe?
- A blueprint process you can use to fully understand "what happened" and how to resolve staff issues, disagreements and any disruptive behavior.
- Limit time spent worrying and trying to assess and help everyone; still remain effective.
- What to do if you feel you've displayed bullying behaviors – how to recover and create true respectful followership.
- Understand when and how to hold a 3-way mediation and when to hold an intervention.
- What to do if you don't have the support you need.
- How to support those that reach out to you for help.

This session restores hope and gives inspiration to create a respectful workplace with sustainability and also addresses specific "manager/supervisor only" issues.

Other Keynotes, Breakouts and Seminars

(Any length from 1 hour to a full day!)

Encouragement for the Encouragers!

“The Behavioral Economics of Building Trust!”

Wouldn't it be great to know how to handle others *“who don't get it”* and to be able to lead them to a win-win understanding with ease?!

This inspirational session will help professionals want to ‘work through anything with anyone’! This session helps to remove defensiveness with understanding through humor, relevant examples and creates the ability for participants at all levels to be able to approach others easily. You will be able to narrow the inter-personal gaps between co-workers and figure out ‘why do they do what they do’ in order to create a respectful workplace for all.



- You will be inspired through humor and specific insights, which will give people an open mind to hear you;
- You will be able to identify your “most difficult situation” at work and be able to have a “here's what I can do about it” plan;
- You will find that while it is often natural to take things personally, it is not productive. But how do you take things professionally? This will show you how!

How To Have Clear, Confident & Collaborative Conversations That Work!

“Say What You Want To Say Not at the Expense of Yourself or Others”

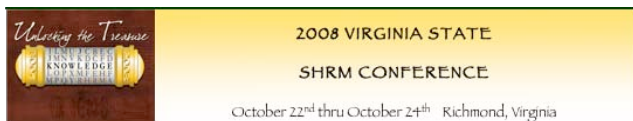
Have you found yourself wanting to have the ability to communicate tactfully with confidence so you can get what you want? Are you tired of being misunderstood? Wondering why some people “don't get it”? Would you rather do anything else than address an issue with someone you feel might reject you? These avoidance situations can be turned around if you have a “safe” way to approach one another.



- Address issues sooner & remove your hesitation and fear.
- Creative ways to stop giving excuses when you'd rather not confront an issue.
- Hold someone accountable (and still keep your job)! And you can stop having to chase someone's commitment.

Gives you the tools of ‘how to say it’ in a classy - uplifting way!

Inspiration, Information and Implementation to Help You Stop Workplace Bullying!



It has been our distinct pleasure to have presented Valerie Cade as a business speaker at the Virginia State SHRM Conference. She offered proven ideas to "Bully- Proof" workplaces and her participant evaluations were the **highest of any speaker at our conference**. Val's ability to establish rapport and engage her audience is both effective and energizing.

Many of the seminar participants report their total satisfaction with the abilities of Valerie Cade to "Bully-Proof the Workplace". In addition, the implementation plans and advice she gave were the practical "take-aways" that everyone remarked positively about. Having this session certified for educational credits was fantastic.

I would highly recommend Valerie Cade as an exceptionally qualified speaker on a number of business topics. I am confident that every audience would find value and inspiration in her presentations. Please feel free to contact me if you have any further questions regarding Valerie Cade.

Sincerely,

Gwen G. Partenheimer, SPHR

P.S. Valerie also filled in at the last minute due to a speaker cancellation and delivered "How to Build Trust With People You Don't Understand, Don't Connect With, But Have to Work With" to a packed room (word got out!). She received a perfect score and inspired us to go back to work energized, confident and able!

RVH

Dear Valerie,

Thank you for your presentation "Bully Free at Work: Information and Inspiration to Help You Stop Workplace Bullying".

Because of your background in health care, you were immediately respected by our staff in the audience since you were able to relate to their specific needs as well as customize your presentation to our organization.

Your presentation was not only informative but also injected with humour to keep everyone engaged. You were able to offer real-life and concrete examples, which added to the validity of your recommendations and strategies. I would like to commend you on empowering our staff with the tools needed to respond to behaviours in the workplace, classify them as bullying or not, and then follow-up on them in an effective manner.

Overall, your presentation was well organized, insightful and delivered at the right rate and level for all participants. I would welcome the opportunity to recommend you to other organizations that wish to educate their employees about bullying in the workplace.

Sincerely yours,

Kelly Hebert
Occupational Health, Safety and Wellness Coordinator
Renfrew Victoria Hospital

Dear Valerie,

Thank you for taking time from your busy schedule to come to Brockville General Hospital to share your session "Bully Free at Work". You are such an inspiration! We could tell from the evaluations that you had significant impact. In addition, we would like to move forward with some of your suggestions for implementation to truly stop workplace bullying.

Some of the comments we heard were:

"Excellent – best workshop I have attended."

"She gave us real life examples and advice on handling workplace bullying situations."

"Valerie is engaging and entertaining with good information!"

"Really impressed, one of the best sessions I've been to – excellent, motivational."

"She is lively! Took a difficult topic and helped us understand it."

"Skilled speaker – really knows her topic."

"Excellent – very dynamic, educational and interesting."

Valerie, you gave us the tools to tackle workplace bullying. Thank you – your expertise, professionalism and engaging delivery gave us hope.

Sincerely,

Shirley Lazurko, R.N., B.Sc.N., M.Ed.
Manager, Organizational Development
Brockville General Hospital



Valerie did an amazing job at keeping our audience attentive and engaged! Speaking from the heart with sincerity, honesty and genuine passion she shared both her knowledge and unique gift of communication to connect with each member. Dealing with a difficult and sensitive topic with the skill of Wayne Gretzky stick-handling a puck, it was obvious that Valerie had done her homework and had a very real understanding of, and connection with, those in the room.

As testament to her talents as an orator, interspersed with keen insights and real-life tips, Valerie was able to weave in humour and anecdotes as she imparted wisdom, comforted with inspiration, and gave us the tools necessary for implementation. A five star presentation!

Energetic, encouraging, inspiring, warm, caring and funny, Valerie is an incredible person whose spirit, gifts and talents are well suited to every audience. She took the time to learn about our members and customized her program in such a way that it would be real and meaningful for all – and her efforts clearly paid off!

Sincerely,

Paddy Vlanich, Education Officer
IBEW Local Union 636, Ontario Canada



Valerie Cade CSP Workplace Bullying Expert
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Bully Free at Work:

**Information & Inspiration to
Help You Stop Workplace Bullying!**



Speaker Program Rating: 5.2 / 5.0!!!

On a scale of 1 to 5 (5=Valuable, 1=Poor)

*(Yes, Valerie's ratings were actually **higher** than a 100% satisfaction rate!)*

Here's What Participants Had To Say About Valerie! (800 Participants)

- "Valerie is a great presenter, very interesting and very inspiring."
- "Valerie truly believes 'the world can be a Bully Free place, one person at a time'."
- "Excellent speaker, down-to-earth, speaks from the heart."
- "Putting tools in your hands to make a difference."
- "Timely session; succinct speaking; valuable information well presented; provides actual tools to use."
- "If not sure, by the end you'll be ready to try and change the world."
- "Valerie kept the session very interesting. Great ideas to bring back to staff."
- "Eye opening experience, makes me more aware of bullying problems, types."
- "Empowerment that organizations can incorporate in this workshop module."
- "Valerie makes the topic very relate-able; she has a thorough knowledge of the topic with a genuine interest to help."
- "Valerie is full of energy and effective listening."
- "She teaches you the tools needed for being able to cope with and handle bullying."
- "A real eye opener to make a positive change."
- "Good presenter – speaks well and keeps the interest of us very well."
- "Be aware of the types of bullying and that I can do something constructive to correct/help situation/target."



Bully Free at Work

**What You Can Do To Stop
Workplace Bullying Now!**



- 1. Participants rated Valerie's session: 4.8 / 5.0!**
- 2. Participants rated the following:**
 - a) Level of awareness about workplace bullying:
Before session: 66% After session: 94% Increased awareness: **+28%**
 - b) Level of confidence to cope with workplace bullying:
Before session: 52% After session: 87% Increased confidence: **+35%**
- 3. "Was this session helpful?" - 100% = "Yes".**
- 4. "Should this session be made available to all staff?" - 100% = "Yes".**

Here's What Participants Said!

- "Valerie is an engaging speaker, who gets the message across effectively with humor."
- "Valerie is very passionate! A vast source of knowledge about workplace bullying situations around the world".
- "This should be mandatory for all principals and assistant principals."
- "Everyone – teachers, admin, etc. – should take her workshop".
- "Valerie is a dynamic speaker."
- "Valerie clears up some misconceptions about who/what a bully is and how to deal with it."
- "Provides tools to deal with workplace bullying."
- "Valerie takes a topic that everyone can understand and gives some advice that empowers those being bullied or disrespected."
- "Valerie gets it and can really teach it!"
- "Valerie's knowledgeable on the issue; very vibrant, animated speaker."
- "Valerie is a fantastic presenter."
- "Valerie is very down to earth about life."



Bully Free at Work

**Information & Inspiration to
Help You Stop Workplace Bullying!**



Speaker Program Rating: 5.0 / 5.0!!!

On a scale of 1 to 5 (5=Valuable, 1=Poor)

Here's What Participants Had To Say About Valerie!

- "Truly represented Bethany's mission statement. Challenged us all to live it!"
- "This is a 'do-NOT-miss' seminar. If you don't learn anything, check your pulse!"
- "Valerie creates a safe environment in which to discuss a difficult subject."
- "This presentation isn't just about bullying, but about life!"
- "Engaging and warm; truly cares about people."
- "It will change your life."
- "One person *can* make a difference."
- "Very uplifting – we can do it!"
- "You will enjoy the workshop and go home with solutions."
- "Wonderful workshop; light approach about a serious subject."
- "All companies should have her seminars."
- "It is humorous and heart opening."
- "Open, honest, and she gets it!"
- "Excellent and engaging speaker. Thanks for the stories."
- "Great speaker! Good stories for explaining examples for situations."
- "There is hope – I can change my corner of the world!"

Resources to Help You: Especially for Implementation!

Order by phone or on-line!



Valerie Cade is one of North America's leading experts in the field of workplace bullying. As an international speaker and author of the best seller, "**Bully Free at Work**", she has helped companies and individuals cope with and stop workplace bullying for over 20 years.



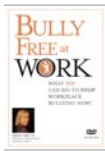
Bully Free at Work – Hardcover Book

260 pages, \$29.97

Sold in over 100 countries worldwide, "Bully Free at Work" is your 'hope chest' full of how to's in order to give you back the dignity and respect you deserved. Noted by Maclean's magazine as "the definitive resource guide to stop workplace bullying!"

[Click here to order online](#)

Qty: ____ X \$29.97 = _____
S/H \$9.97 = _____



Bully Free at Work DVD

49 minutes, \$447

See Bully Free at Work live on this introductory DVD to help you stop workplace bullying now! Perfect for lunch & learn training and to ensure everyone is inspired to know what it takes to stop workplace bullying! (1 licensing unit)

[Click here to order online](#)

Qty: ____ X \$447.00 = _____
S/H \$4.97 = _____



Bully Free in a Box

20 Books + DVD (49 mins) and Facilitator's Guide \$997. NOW \$797! Plus S/H

Perfect for your department! You get 20 Bully Free at Work books (260 pages loaded with self tests, assignments and how to's) as well as the Bully Free at Work DVD to inspire your staff to want to be Bully Free at Work!

An ideal alternative for staff training! (1 licensing unit)

[Click here to order online](#)

Qty: ____ X \$797.00 = _____
S/H \$29.00 = _____

Total: _____



New! Bully Free at Work – On-Line Learning

in a timely, flexible and cost effective way! Professionally filmed, with the components of Bully Free at Work, including testing and an individual password link for each user.

Call us at 1-403-508-0678 or email Val@BullyFreeAtWork.com and we'd be happy to help you!

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Valerie Cade CSP Workplace Bullying Expert

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