

# Transforming Perspectives

CHANGING  
MINDS



ACHIEVING  
GOALS

## COPING WITH CRITICISM AND COMPLAINTS



JILL B. CODY, M.A., LCPC

Benefit from over 25 years of experience in counseling and public speaking that Jill brings to transforming and resolving real life issues and concerns which impact both your business and personal relationships, and powerfully affect your emotional health and well-being.

Jill is a stimulating and informative speaker and trainer. She is a Professional Member of the National Speakers Association, co-author of a book entitled *Collaborative Healing: A 'Shorter' Therapy Approach for Survivors of Sexual Abuse*, published by Pesi Healthcare in 2003, and author of the upcoming book, *Win the Weight War: Ten Successful Strategies for Taking it Off and Keeping it Off*.

Jill B. Cody, M.A.  
186 Thomas Johnson Drive  
Suite 200  
Frederick, MD 21702

Phone: 301-662-2266  
800-287-5866  
Fax: 301-662-4448

Web Site: [www.jillcody.com](http://www.jillcody.com)  
E-mail: [jill@jillcody.com](mailto:jill@jillcody.com)

### Healthy Responses to Criticism and Complaints: The Keys to Success

In any context in which we have to deal with other people, there are going to be dissatisfactions or frustrations which are expressed as complaints. There is usually an expectation that the person to whom you complain will have the skills, know-how and authority to fix what is wrong. Everyone acknowledges that it is important to maintain customer satisfaction and loyalty, so we need the skills to neutralize emotional upset and change resistance to create a collaborative resolution.

We cannot avoid criticism or complaints. As long as no one is perfect, criticism will exist in our daily lives. It is built into the way

we achieve success. You can learn to handle criticism with a positive outlook so it becomes a valuable learning experience, transform "personal attacks" into constructive suggestions which will enhance your performance and job satisfaction. You will learn the distinctions between "Criticism", "Complaints" and "Gripes"; and how to handle each of them.

When we give criticisms or complaints, we want to produce a change in another's behavior or impact unsatisfactory situations. You can develop effective approaches to present your complaint or criticism to give you the best chances of fixing the problem.

### You will learn how to:

- Distinguish between complaints, criticism, and gripes
- Understand the value of criticism and/or complaints
- Present constructive complaints which get results
- Develop a positive, receptive attitude to handle complaints or criticism
- Ask appropriate questions to determine relevance
- Respond effectively to personal attacks
- Use internal resources and strengths to combat rejection
- Decide on future action

### You owe it to yourself!

Have fun while you experience a lighthearted approach to identify and understand the basic structure of managing criticism and handling complaints while providing excellent customer service and satisfaction.

You can create successful strategies which effectively and efficiently help you cope with criticism of all varieties, increasing the likelihood of happier personal and career relationships.

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## GET WHAT YOU WANT OUT OF LIFE!

**Take the first step and call Jill Cody today, or fill out and fax this form and she will contact you as soon as possible.**

Name \_\_\_\_\_

Company \_\_\_\_\_

Phone \_\_\_\_\_

E-Mail \_\_\_\_\_

### I am interested in:

- Having Jill speak at an event**
- Goal-Oriented Counseling**
- Personal Excellence Coaching**
- Winning the Weight War**
- Having Less Stress in My Life**

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### My Mission and Philosophy

My professional mission is to help you accomplish your goals, achieve your objectives and enhance the quality of your life through one of three ways:

- (1) A collaborative, goal-oriented counseling relationship
- (2) Personal life coaching focused on performing at your best – your own personal excellence
- (3) Seminars, Workshops and Keynote Presentations custom-designed to transform your internal perspectives to empower and enhance your life.

All are based on professional ethics, integrity, enthusiasm, and an enduring belief in one's personal capacity for development and progress.

I can help you utilize dynamic, effective strategies to achieve successful outcomes, access internal resources, and tap into your unique mental capacities to improve the quality of your life.

Using my skills, training and experience – in combination with your personal potential, stated goals and objectives, and unique life perspective – we can transform your personal and professional dreams into reality.

### What Others Have Said About Jill

*"I really enjoyed the ease of your presentation. You were obviously confident about the material and your detailed explanations made it all make sense to me.*

*I especially enjoyed the lively discussion in the group which dealt with questions effectively that clarified any confusion.*

*In many ways it helped validate that I was on the right track."*

– CHERYL MAWO



*"Our work together was very interesting, exciting, insightful, and thought-provoking. Going through it helped me flesh out much more of an appreciation of what I'd already done and helped me cement for myself what I'm aiming for. I'm excited about the transformation that I am in the middle of. I don't think it would be possible without your guidance and support."*

– DIANE HAYTER