

## PROFESSIONAL DEVELOPMENT TRAINING PROGRAMS 2024



**Your goals matter.** We excel at training executives and teams and have a variety of programs that we **customize** to your goals, culture and timelines. Communications Expert and national media contributor Laura Babcock conducts all of our training and includes a skills assessment. Call Laura today at **905 977 0223** to learn more.

**Powerful Advocacy:** This training will teach the core values of effective advocacy, how to identify your audience and goals, build collaborative relationships, The Advocacy Tree, how to craft a compelling narrative of the “why” and 10 Things to Never, Never Do. You will be inspired and learn to remain authentic to your values and avoid negative attitudes and tactics.

**Powerful Assertive Communication:** This training will teach you the Four Communication Types, how to identify your style in various contexts, the professional and personal benefits of becoming an Assertive Communicator, how to Encode and Decode effectively, and the 10 Things to Never, Ever Do. You will learn how to approach any communication strategically to be understood.

**Powerful Leadership Communication:** This training will teach you how to create your POV, how to understand all your audiences, how to evaluate each opportunity to maximize effectiveness, how to connect using concise, compelling language and rhetorical devices, how to perform optimally through metacognitive repositioning and 10 Things to Never, Ever Do. You will learn powerful communication tips for one-on-one meetings and group events.

**Powerful Media Relations:** This training will teach you to gain media interest in your priorities and activities, leverage earned media across all audiences, and engage effectively with media. It will also teach you how to communicate your main message, pivot, GPS, guardrails, and 10 Things to Never, Ever Do. You will learn performance tips and tricks for every media interview, including print, radio, television, social media engagement, and podcasts.

**Powerful Networking:** This training will teach a strategic approach to networking, understanding your audiences and opportunities, active listening, building relationships that last, making your message concise and compelling enough to deliver with impact in 30 seconds, and the 10 Things to Never, Ever Do. You will build confidence and create a better return on investment for time spent attending events.

**Powerful Presentations:** This training will teach you how to understand your audience’s needs and motivations, how to focus messaging, how to engage your audience, how to use body language to show confidence, and the 10 Things to Never, Ever Do during a presentation. You will learn performance tips and tricks for every kind of opportunity, from a sales pitch to a report to a panel to a keynote speech.