



PROFESSIONAL DEVELOPMENT TRAINING PROGRAMS

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. Laura Babcock conducts all of our training and includes a skills assessment. Call Laura today at 905 977 0223 to learn more.

Powerful Presentation Training

This training will teach you how to understand your audience's needs and motivations, focus your messaging for maximum impact, engage your audience, use body language to communicate confidence, and 10 Things to Never, Ever Do during a presentation. You will learn powerful performance tips and tricks for every opportunity, from a sales pitch to a report, a panel, and a keynote speech.

Powerful Media Relations

This training will teach you how to leverage existing media stories to gain media interest in your priorities and activities and engage with media, including communicating your main message, pivot, GPS, guardrails, and 10 Things to Never, Ever Do. You will learn powerful performance tips and tricks for every media interview, including print, radio, television, social media engagement and podcasts.

Powerful Leadership Communication

This training will teach you how to create your POV, understand all your audiences through frame-of-referencing and active listening, evaluate each opportunity to maximize effectiveness, connect using concise, compelling language and rhetorical devices, and perform optimally through metacognitive repositioning. You will learn powerful tips for one-on-one and group meetings, virtually and in person.

Powerful Stakeholder Advocacy

This training will teach you the core values of effective advocacy, how to identify your audience and goals, build collaborative relationships, move past awareness raising to craft a compelling narrative and communicate the "why" and how to remain authentic and avoid negative attitudes and tactics. You will learn powerful tips to communicate features and benefits to keep your cause top-of-mind.

Powerful Relational Networking

This training will teach you a strategic approach to networking, how to understand your audiences and opportunities, active listening, build lasting relationships, and make your message concise and compelling enough to deliver with impact in 30 seconds. You will learn powerful tips to build confidence and create a better return on investment for time spent attending virtual and in-person events.