



**POWERGROUP**  
communications  
communicate success

**PROFESSIONAL  
DEVELOPMENT  
TRAINING  
PROGRAMS**

## Did you know that communications training for your team can improve confidence, performance and workplace culture?

For over twenty-five years we have empowered thousands of executives and teams across Canada with dynamic training programs tailored to their unique culture, communication goals, and timelines. Here is a menu of our current training programs and what our clients have to say. Take a look and book your training today!

### ASSERTIVE COMMUNICATION

Do you want the tools to succeed at even the most challenging communications?

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 confidently.

*"Thank YOU very much for offering two lively and informative workshops on Assertive Communication at our SDD. Based on my observations, everyone had a great time and learned a lot."*

- Martha Stephens  
Burlington Public Library

### LEADERSHIP COMMUNICATION

Do you want to communicate consistent, compelling messages at every opportunity?

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

*"I had an empowering leadership communication session with Laura Babcock today. She's left me with lots to think about and practice. #thankful"*

- Christine Brooks-Cappadocia,  
Assistant Vice President,  
York University School of Continuing Studies

## MEDIA RELATIONS

Do you want to advance your message, manage a crisis, protect your reputation or build your brand in the media?

This training will teach how to gain media interest, manage a crisis, communicate your message, pivot, GPS, 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.

*"TEW 4400 Executive had the pleasure participating in a two-day training session with Laura. Laura has an energetic personality – strong & high-powered! Passionate and diligent in her presentation. Without a doubt, I confidently recommend Laura! Don't hesitate to reach out to hear more!"*

- Colleen Costa, Executive Officer,  
Toronto Education Workers Local 4400

## PRESENTATION AND PUBLIC SPEAKING

Do you want to nail your next speech or presentation and leave your audience informed and impressed?

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

*"I got great value from your training!"*

- Greg Dunnett, CEO,  
Hamilton Chamber of Commerce

## NETWORKING

Do you want to get a return on your time investment in networking?

This training will teach you a strategic approach to networking, understanding your opportunities, active listening, building lasting relationships, and making your message compelling enough to deliver in 30 seconds. You will learn how to approach a room or Zoom confidently and discover the 10 Things to Never, Ever Do.

*"I just wanted to let you know how much I enjoyed your course. While many courses attract you with a lot of hype, your course actually delivered. Not only did I come away with the skill set, your leadership skills and friendly persona truly made learning an enjoyable experience."*

- Donna Hilts,  
Shaklee Canada Inc.

## STAKEHOLDER ADVOCACY

Do you want to get support for your organization or cause?

This training will teach the core values of effective advocacy, how to identify your audience and goals, build collaborative relationships, and move awareness raising to craft a compelling narrative and communicate the "why." You will be inspired and learn to remain authentic and avoid negative attitudes and tactics.

*"Recently the Board of Directors participated in an inspiring Powerful Advocacy Training Course facilitated by Powergroup Communications on the core values of effective advocacy, how to identify our audience and goals, build collaborative relationships and how to craft a compelling narrative of the 'why.'"*

- Community Healthcaring Kitchener-Waterloo

For 25 years Laura Babcock has been a renowned communications expert, training executives and their teams in the most powerful ways to elevate their communication game. Laura was a journalist for CBC television, Executive Director of the Oakville Chamber of Commerce and taught Integrated Marketing and Communications at McMaster University. President of POWERGROUP Communications, she has won numerous professional and community awards, including the 2013 YWCA Woman of Distinction. Her courses are fast-paced, engaging, and designed to teach you how to thoroughly understand every audience and every opportunity, ultimately leading to results that exceed your expectations.



Contact Laura today to discuss your training goals  
905-977-0023 or [laura@powergroup.ca](mailto:laura@powergroup.ca)