

We conduct several popular, hands-on, and intensive communications workshops throughout the year. All are customizable as private workshops for your organization, corporate retreat, or conferences.



### **THE ART OF INSPIRATION: 7 Storytelling Secrets to Engage, Energize & Enthrall**

This is our most popular workshop for senior leadership teams, communicators, marketers, and PR specialists.

Think about your company vision, product launch, campaign, change management plans. Are people excited? Are they putting the best of themselves toward a common goal? This workshop will catalyze your Inspiration Quotient—an essential skill for every leader and communicator. You and your team will learn how to inspire audiences in this fast-paced master class on storytelling.

*In this intensive one-day workshop, you will walk away with:*

- The proven communications techniques of the most successful storytellers.
- New communications tools that will immediately make your stories more impactful.
- Actionable strategies to inspire audiences on the page and on the stage.



### **UPLIFT: Igniting and Uniting with Strategy & Storytelling**

Business strategies are all fine and good, but who really remembers them? Strategy has true staying power when we turn these mandates into missions: missions that are vital to society. Missions that we believe in. Missions that we commit to for the world.

This one-day workshop is specifically designed for senior leadership teams AND their chief communicators to take together. We demonstrate how leaders and communicators can partner to transform organizations. First, we amplify business strategy with the rallying cry of Purpose and Principles. Then, with powerful storytelling, we ignite and unite teams, customers, and media around a compelling quest.

*Leaders and communicators will walk away with:*

- The foundation for the senior leadership team's communications strategy.
- Your organization's purpose statement, declaration of principles, heritage story, and quest.
- A proven model of strategic partnership between leaders and their communicators.



### COMMAND THE CONVERSATION: The Power of TED-worthy Thought Leadership

In this post-fact world of misinformation, story fatigue, and global mistrust, compelling thought leadership enables a leader to speak with earned authority and to break through doubt and noise.

In this rigorous one-day workshop designed for senior leaders and their communications teams, we will create a compelling thought leadership position to command your industry and customer conversation.

Leaders and communicators will walk away with:

- A thorough understanding of how thought leadership can elevate your industry standing and advance your business strategy.
- The foundation for your organization's unique thought leadership, based on research and key trends.
- Narrative tools to communicate your thought leadership with conviction and credibility.



### FIREBRAND: INVITE-ONLY RETREAT

Women are judged not only by what they say, but how they look. This high-impact, invite-only bootcamp prepares female leaders for the realities of being a woman on the big stage, the main stage, and the world stage.

Every cohort of 10 senior female leaders will be immersed in a two-day, overnight retreat, completely focused on becoming a true Firebrand Leader that our world needs right now.

Leaders will walk away with:

- Your personal platform: who you are, what you stand for, and why you are the right leader for the challenges your organization faces now.
- Your distinct thought leadership to catapult you from business leader to industry leader.
- Storytelling tools for maximum credibility and respect.
- Strategies to own the stage, from camera presence and style to body language—including seemingly mundane topics, such as telegenic makeup secrets.
- Proven techniques to handle high-conflict, high-stakes situations.

Intrigued? Contact us about applying for our next **Firebrand Retreat**.