

S.C. CHAMBER lunch learn.

Deliver Your Brand

Sessions sponsored by Crawford Strategy

Speaker: Addie Hampton, Communications Strategist

Wednesday; April 17, 2019

9:30 a.m. **Registration Opens**

10:00 a.m. **Welcome and Opening Comments**

10:10 a.m. **The Power of Inspired Employees**

Take a second to think about your team and the people around you. Are they motivated? Encouraged? Do they feel valued? If so, congratulations. But for most of us, this isn't a reality. It's a pervasive—and expensive—problem across our country. In fact, according to Gallup, millennial turnover due to lack of engagement costs the United States economy \$30.5 billion every year. But this is NOT a trend that has to continue. But how do we stop it? It starts with aligning your employees to be brand ambassadors. This presentation will cover the basics of engaging, investing in and inspiring your internal teams so they become effective spokespeople for the company brand and encourage future leaders to flourish.

11:10 a.m. **Networking Break**

11:20 a.m. **Effective Listening**

We live in a fast-paced, high-tech world where attention spans are short and we don't often make the time to stop and listen to each other at work. Call it a product of the "time is money" mentality, but in the business world a truly effective listener is very rare. Poor and passive listening can lead to frustration, wasted time and multiple errors, which begs the question, "can my company afford the consequences of poor listening?" This presentation equips your people with the skills to be an effective listener through integrated exercises, discussions and demonstrations. Together, we can help your team build relationships, resolve conflicts, improve accuracy and promote better understanding.

12:20 p.m. **Networking Lunch**

12:50 p.m. **Presentation and Public Speaking**

When the eyes of the world – or maybe just the boardroom – are watching, what you say is important. However, we believe how you say it can make all the difference. Presentation and Public Speaking skills training is helpful to prepare those on staff who will frequently be making internal and external presentations on behalf of your company. Much like a spokesperson, these staff members are your mouthpieces, highlighting and promoting what makes their organization ready for the task at hand. This training will incorporate presentation plan development, content management, vocal delivery, tools for visual aids, and the keys to a winning delivery. Additionally, this course equips teams with tools to understand their audience, adjust the approach extemporaneously and maximize the potential for a successful pitch or speech.

1:50 p.m. **Closing Comments and Adjourn**