



# Speak Up & Be Effective™ - Momentum

“Momentum” - *The quantity of motion of a moving body, measured as a product of its mass and velocity, the impetus and driving force gained by the development of a process or course of events.*  
- *Oxford English Dictionary*

**Premier organizations need communicators that have authentic presence and can connect quickly with others to keep organizational momentum going. This two-day program is limited to eight participants.**

## LEARN HOW TO:

- Execute your communication objective authentically and clearly
- Expand communication presence seated and standing
- Engage customers, clients, teams, peers, and leaders by crafting messages that communicate clear value and connect key initiatives to organizational vision
- Enhance your credibility as a leader

## BENEFITS TO YOU AND YOUR ORGANIZATION

- A clear picture of how others see and hear your message
- Practice, feedback, and personal coaching for an impactful delivery
- New strategies and behaviors to connect, influence, and gain buy-in
- A long-term plan for continued practice and development

## PHASE I - PRE-PROGRAM QUESTIONNAIRE

- Share personal assessment of current strengths and weaknesses, and feedback received from others
- Set personal learning objectives to drive individual results
- Determine specific upcoming communication opportunities - internally and externally to prepare for “real world” implementation
- Read a short *Executive Book Summary* to maximize lunchtime discussion

## PHASE II - TWO-DAY PROGRAM

- Information, modeling, and mentoring by coaches to connect with participants and motivate them to take leaps in personal development
- Assess your own personality style and learn to read the style of others to create audience focused communications

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- Create momentum by identifying a clear communication objective and creation of a flexible and impactful communication plan
  - Multiple opportunities and tools to plan and deliver one-on-one, small group, and/or large audience communications, both seated and standing, including impromptu
- Practice and feedback on personal presence
  - Recording and playback of communications
  - Positive and corrective feedback from peers and coaches against measurable, objective standards
  - Written critique and suggestions for replacement behaviors
  - Multiple opportunities to meet with coaches one-on-one to view your communications and to consult regarding personal objectives
  - Tips and practice on how to encourage discussion and/or lead a formal Q&A, and
  - Tips on best practices for selecting, creating, and using presentation visuals
- Finally, we'll pull it all together

## **PHASE III - REINFORCEMENT SESSIONS**

- Free reinforcement sessions
  - Two reinforcement sessions scheduled per year
  - Schedule with specific dates sent annually to all program alumni
  - Invitation with session specific topics sent to all program alumni prior to each session

## **INVESTMENT INCLUDES:**

- All course materials
- Digital recording of individual communications
- Customized assignments
- Instruction and focused coaching
- Speak Up & Be Effective™ reminder card
- Continued development plan

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