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Topics

Stay Relevant! Foster Creativity and Innovation to Thrive, Grow & Keep Pace with Change

Track(s): Innovation/ Strategy/Personal Development/Communication

Session Length: Up to 60 minutes (includes 10 min of Q&A)

Creative thinking and innovation are vital skills necessary for today's industry pros to remain relevant in an environment of constant disruption. However, many individuals feel as though they are lacking in creativity. What most of us do not recognize is that we are creative on a daily basis, whether it's picking out what clothes to wear in the morning or stretching a tight budget for a client. While some people seem to be simply bursting with creativity, others find it a struggle to think BIG or beyond the norm. If you fall into the latter category, it is important to understand that boosting your creative and innovative mojo takes practice.

In this presentation, Award-Winning Leadership Communication Strategist and National Soft Skills Professional Speaker, Shakira M. Brown will enlighten participants on the process of tapping into their ability to recognize and hone their innovative prowess and inspire co-workers/staff to embrace theirs. Participants will also discover techniques to increase their individual creativity to help generate solutions to business challenges and achieve the results they want.

Learner Objectives:

- Recognize differences between creativity and innovation to use them effectively
- Learn to become a creative thinker and champion a free-thinking environment
- Reimagine collaboration and amplify creativity via conversational leadership to drive an innovative thinking environment
- Inspire your teams and stakeholders by using techniques learned to create the environment for ideation to occur
- Foster organizational improvements that align with strategic goals



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Lead More Artfully: Communicate Like You Give a \$*#T

Track(s): Communication/Personal Development/DEI

Session Length: Up to 60 minutes (includes 10 min of Q&A)

Let's face it, words can hurt just as much as they inspire. And when you fail to strike the appropriate tone for the myriad of communication "situations" you encounter, the result is an unpleasant work environment for staff and poor client experiences that can damage your reputation. This is where being an effective communicator becomes an essential asset.

In this presentation, Awarding-Winning Leadership Communication Strategist and National Soft Skills Professional Speaker, Shakira M. Brown, will share valuable insights to help you optimize your emotional intelligence to communicate more respectfully with empathy and manage the emotions of others, while displaying integrity and modeling the behaviors you want to see. Depart this presentation armed with tools you need NOW to appropriately respond to the evolving world around you to present yourself empathetically with confidence while avoiding the headaches derived from miscommunication.

Learner Objectives:

- Be more artful in using inclusive language that embraces communication free of judgments, stereotypes, subtle discrimination, and negative messages
- Understand, use, and appreciate the role of emotional intelligence in stressful and often difficult situations encountered in this industry
- Discover tactics and methods for meaningful communication with external/internal stakeholders to strengthen relationships and even breakthrough to those who are utterly resistant.



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Topics

Living Your Core Values: Leading with Integrity to Inspire Loyalty and Build Trust

Track(s): Leadership Development/Management

Session Length: Up to 60 minutes (includes 10 min of Q&A)

Today's leaders at all levels are no longer expected to be perfect - they are expected to be human. This type of transparency is necessary to build trust that drives growth, provide a higher level of service to increasingly demanding customers and fuel long-term innovation. However, this is easier said than done when the soft skills necessary are not present.

In this presentation, Awarding-Winning Leadership Communication Strategist and Soft Skills National Professional Speaker, Shakira M. Brown, shares the critical traits necessary to exhibit behaviors of a leader with integrity. Discover how maintaining a stronger rapport with your workforce, partners and clients/customers by leading authentically and confidently communicating your vision with charisma can transform profits, performance and team culture for greater retention and opportunities.

Learner Objectives:

- Learn to lead with integrity for a powerful, lasting impact
- Recognize and use the four 'I's of transformational leadership
- Practice better self-leadership
- Develop charismatic behaviors and improve your skills of persuasion

Profile

Shakira M. Brown is Leadership Communication National Speaker and Soft Skills Maven (<https://www.shakirabrown.com/>) with a focus on effective communication, leadership, innovation, public speaking, branding, and marketing addressing thousands of in-person and virtual audiences annually. Her company, SMB Strategic Media LLC, creates customized coaching and learning experiences for associations, national/international conference events and corporate workshops/retreats for a wide swath of industries. Shakira is often tapped to speak at conferences for women in a myriad of industries. Shakira is also the lead marketing consultant for New Jersey Small Business Development Center at The College of New Jersey in Ewing. She has won over 13 industry awards in various disciplines for her work. Organizations that have partnered with Shakira have included: International Association of Exhibitions and Events (IAEE); Healthcare Information and Management Systems Society; Inc. (HIMSS); Federal Deposit Insurance Corporation (FDIC); Catersource/The Special Event Show; Healthcare Businesswomen's Association; Promotional Products Association International; Texas Society of Association of Executives; Pennsylvania Conference for Women; America's Small Business Development Centers (ASBDC); CyberRisk Alliance; Project Management Center for Excellence at the University of Maryland; and many more. Shakira is a member of the National Academy of Television Arts & Sciences (TV EMMYS), National Speakers Association, Meeting Professionals International and has been featured in American Express Open, Crain's Chicago, The Membership Report, Association Leadership, HealthCare IT News, Institutional Investor, Smart Money, Nonprofit Communications, Black Enterprise and others.