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Topics

MARCOMM

Advancing Your Impact: Communicating Value Beyond Social Norms

Now more than ever, people want to be recognized and respected as influencers, thought leaders, and significant contributors that help, lead, shape and transform this world. One way to do this is by building a personal brand appeal, that exemplifies a bold presence to make larger impact in today's "new" normal. Leveraging your positioning allows you to show up and show-off your star power, that provides a space to amplify your voice and exhibit your genius. This explosive and interactive session will provide attendees with the tools to:

Learning Objectives:

- Discover how to create a solid brand foundation that elevates your position
- Learn how to optimize social profiles to build brand appeal
- Explore creative marketing and communication tactics to magnify your influence

Pivot Simple: Practical Strategies for Shifting Your Marketing

How is your company remaining nimble throughout this new phase of marketing? Because marketing tactics that have worked in the past might not be currently viable, your business will need to pivot its marketing to better align with the times. This session will provide simple hacks designed to help you pivot your marketing efforts to effectively assist in aligning your brand and promotion during times of transition.

Learning Objectives:

- Identify and discuss how to assess your marketing to expand your reach
- Examine how to maintain authentic and engaging visibility in a crowded space
- Uncover how to remix traditional and digital marketing methods successfully



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Optimizing the Customer Experience (CX) in the Next Normal

Many people are experiencing a weakened sense of mobility and engagement that has created barriers that have dampened optimism, paused plans and created interaction apprehension. Simultaneously, there is also a resurgence in customers wanting to be immersed in different experiences that excite and wow, they want to be able to explore all of their senses along with feeling safe. So how can CX professionals enhance interaction while developing a thrilling, next-level experience? Welcome to the next normal where the customer's experience is reliant and centric to understanding the customer's hierarchy of needs.

Learning Objectives:

- Understanding the customer needs in the next normal
- Amplifying communication to enhance the customer's experience
- Discovering how to leverage interactions to create a grand impact

Building Value in Business Relationships: Networking in the Next Normal

Business networking has been reshaped as we know it, creating unseen challenges in society's everyday communication, and placing business networking on the back burner. Now that the world has opened completely our focus is shifting back to building better business habits. Creating an authentic interaction can go a long way when it comes to networking. Whether online or offline and when done effectively, networking can provide you with a distinctive presence that will encourage others to be more willing to build an integral relationship. It is pivotal to remain resilient in your networking efforts in order to maintain interest and facilitate engagement, utilizing communication tactics that are direct and complementary in order to build better business relationships.

Learning Objectives:

- Learn how to utilize your WOW networking factor to build better relationships
- Learn how to create and foster meaningful business relationships and interactions
- Acquire strategies on how to leverage and cultivate existing business connections



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COMMUNICATION

Your Identity Matters: Communicating Inclusivity to Create Value

Our identities, like gender, class, sexual orientation, race and ethnicity, religion, age, and disability can play significant roles in determining how we understand and experience the world, especially within the workplace. Oftentimes creating barriers that are expressed through our biases, shared ideologies, language, learned behaviors or conditioned mindsets, that can limit inclusion and belonging. However, implementing an inclusive communication strategy can influence and empower people who embrace diverse perspectives and personalities without ridicule or judgment. Creating an all-encompassing professional environment that facilitates open communication. This interactive session will provide attendees with the tools to:

Learning Objectives:

- Identify and understand the value of identity
- Learn how to develop and utilize effective inclusive communication skills
- Explore best practices and the benefits of engaging in an inclusive workplace culture
- Acquire strategies on how to leverage and cultivate existing business connections

LEADERSHIP

The Elite Executive: Successful Communication Tactics for Managers

This training is designed to examine how managers can maximize their performance to become a more influential leader that helps in shaping and transforming their organization. This interactive course will identify the necessary skills in amplifying leadership qualities in order to be more successful in building a productive, dynamic and harmonious work environment.

Learning Objectives:

- Uncover how to synergize employees' workplace interactions
- Identify how to foster creativity and innovation within teams
- Gain best practices on how to create more agile and accountable employees



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Profile

Sherron Washington, M.A. is a marketing and communication (marcomm) professional who has imparted her wisdom and expertise for over two decades. Her ability to assist organizations in developing innovative, results-driven, yet, simple marketing and communication solutions. A leading expert in the marcomm industry, Sherron provides innovative, solution-driven insight, that identifies ideal marketing techniques. Coupled with an elite keenness for effectively communicating, she uses strategy, learning theory, and technologies to create a perfect fusion of communication and marketing efforts that assist in creating an impactful professional presence that can attract more customers leads and increase growth opportunities.

A sought-after international speaker, trainer and facilitator, Sherron's energetic passion permeates the crowd and creates an unforgettable electrifying experience. Sherron has been described as the "real-deal" when it comes to engagement. She is tremendously skillful at creating and cultivating authentic interactions that generate synergy that flourish into countless opportunities. She uses a combination of her marcomm business acumen, online and offline to create a distinctive and lasting presence that encourages and influences others to be more willing to build an integral relationship. She understands the importance of remaining true in your networking efforts to facilitate interest and engagement, in order to build better organizational environments.

Sherron has spoken, facilitated and trained organizations and conferences such as: EventsDC, Goldman Sachs 10ksb programs, many national and international associations