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Topics

Cross Cultural & Inclusive Communication

Avoiding Compliance Complacency: Changing Mindsets, Not Just Policies in the Workplace

Organizational leaders who implement DEI policies based on societal pressure and/or organizational goals, without an assessment or understanding environmental implications may find themselves in a position of complacency without “real change”. Leaders should avoid compliance complacency efforts that that checks a box without assessing the risks, rewards or environmental implications. This interactive session will address how organizations can use cultural awareness to influence mindset change that provides expanded ways to support, engage and empower people.

Learning Objectives:

- Define the core concepts of diversity, equity, and inclusion, emphasizing their significance beyond regulatory compliance.
- Explore and recognize implicit biases and stereotypes that may exist in the workplace, fostering an awareness of how these impact decision-making and interpersonal relationships.
- Develop strategies for sustaining the momentum of DEI efforts over the long term, ensuring that diversity, equity, and inclusion become integral aspects of the organizational culture.
- Develop a roadmap for implementing DEI initiatives that extend beyond compliance requirements, considering long-term cultural shifts within the organization.

Identity Matters: Amplifying Inclusive Communication Skills to Empower Teams

Identity influences team dynamics, so it is vital to cultivate a workplace culture of inclusivity during these times of change. This session provides guidance that will equip attendees the ability to gain valuable insights with actionable strategies on how to create an environment where every voice is heard, valued, and contributes to a culture of belonging and collaboration.

Learning Objectives:

- Identify how the value of identity shapes the organization and impacts team building.
- Learn how to promote inclusivity in team interactions through role-play.
- Explore best practices and the benefits of engaging in an inclusive workplace culture.



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The Power of Cultural Awareness: Unmasking and Managing Bias in the Workplace

Unlock the keys to creating a harmonious workplace in this interactive session that is designed to teach the principles involved in understanding and managing diversity and bias within the workplace. Participants will discover how difference can be used as an advantage to facilitate positive intergroup interaction and reduce prejudice and discrimination in the workplace. This session is more than just a learning opportunity; it's a transformative experience designed to equip participants with the knowledge and tools needed to create an inclusive, positive, and thriving workplace.

Learning Objectives:

- Identify and discuss the origin of bias and how it relates to cultural competency in the workplace.
- Uncovering how self-awareness can impact communication.
- Learning best practices in how to manage our own bias to strengthen workplace relationships.



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Digital Communication

In Your A.I. Era: Utilizing Technology to Advance Your Communication

Learn how A.I. can enhance efficiency in email communication, chat interactions, and virtual meetings. Explore cutting-edge A.I. solutions designed to break language barriers, facilitating seamless communication across diverse linguistic landscapes. In addition, participants will uncover the power of A.I. analytics, data-driven insights to shape and optimize the strategic communication approach. In this dynamic session you will gain practical insights into the revolutionary integration of artificial intelligence technologies, propelling your communication efforts into a new era of efficiency and effectiveness.

Learning Objectives:

- Explore how A.I. can enhance efficiency in email communication, chat, and virtual meetings.
- Explore A.I. solutions for breaking language barriers in communication.
- Explore how A.I. analytics can inform strategic communication decisions.

The Power of I: Inclusive Leadership Strategies for Organizational Enhancement

This interactive session will provide insights on the potential of inclusive leadership in driving positive organizational change. Through a deep dive into inclusive leadership strategies, attendees will gain insights and practical tools to harness the power of “I” to fortify the “WE” for a more productive work environment. This interactive session will provide leaders with the tools to implement inclusivity strategies that strengthen their ability to facilitate open communication, increase efficiency, while still supporting the need for individuals to feel valued and included.

Learning Objectives:

- Identify comprehensive inclusive leadership strategies using real-world examples and activities. • Learn how to Implement leadership practices that foster a culture of belonging that align
- with organizational goals.
- Lead and mentor using empowerment strategies to develop inclusive leaders that embrace drive positive change within the organization.



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Networking & Relationship Building

Polished Connections: Decoding Networking Decorum

Mastering the art of networking decorum allows you to cultivate a unique presence that sparks a willingness in others to build meaningful relationships. Connection opportunities become a canvas for collaboration, empowering you to optimize every possibility that comes your way. This insightful session allows participants to obtain successful networking tactics designed to demystify the rules of networking, providing practical guidance on how to navigate professional settings with confidence and finesse.

Learning Objectives:

- Learn the art of making a positive and lasting impression during initial networking interactions.
- Learn how to create and foster new meaningful interactions that cultivate connection.
- Acquire strategies on how to leverage and cultivate existing connections.



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Strategic Communication Planning

Communication Simplified: The One-Page Plan for Strategic Alignment

Gain the insights needed to identify key principles and methods crucial for crafting a strategic communication plan. Assess organizational communication landscapes, that address challenges and capitalize on changes to develop communication tactics that foster productive harmony. Through interactive exercises, participants will hone the skills necessary for measuring and analyzing communication outcomes that provide a foundation for continuous improvement and success.

Learning Objectives:

- Learn how to create a focused and actionable one-page strategic plan.
- Assess organizational communication challenges and opportunities to develop a strategic initiatives that encourage connection, engagement and productivity.
- Develop skills in measuring and analyzing communication plan outcomes for continuous improvement.

Elevating Your Marketing to Advance Your Growth

Marketing can be extremely challenging, but creating simple plan to develop tactics that amplify growth can make it easier to obtain and maintain success. Gaining skills to craft and implement creative and compelling strategies is key to positively impacting your position and bottom line. This interactive session will assist with building simplified marketing, that creates an elevated presence that allows you to show-up and show-off your star power, enhancing your voice and genius authentically.

Learning Objectives:

- Learn how to streamline complex marketing plans into simple yet impactful approaches.
- Determine how to use social media to leverage your marketing strategy.
- Explore how to authentically activate marketing tactics to and maximize impact.



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Strategic Communication Planning

Harnessing The Power of Inclusive Marketing

How is your company remaining nimble and progressive throughout the marketplace? Marketing tactics that have worked in the past might not be currently viable and your organization will need to pivot to better align with the times for increased success. This session will provide simple hacks designed to help you harness inclusive marketing efforts to effectively assist in amplifying your brand and promotion efforts.

Learning Objectives:

- Identify and discuss how inclusive marketing can expand your reach.
- Examine how cultural competence and authenticity together can be effective in marketing.
- Develop a framework plan to increase marketing effectiveness.

Market Simple: The One-Page Marketing Plan

The age of creating a multi-page, complexed plan that is rarely used or abandoned is over. Marketing should never be that complicated or time-consuming. Developing a simple marketing plan is critical to business success and gaining the skill to craft and implement quick, creative and compelling promotional strategies is the key to positively impacting position and the bottom line. This interactive session teaches you to maximize marketing efforts quickly and effectively using a streamlined, one-page marketing plan.

Learning Objectives:

- Recognize the role of pr, marketing and sales contributes to positioning and growth.
- Learn how to create a concise and focused one-page marketing plan.
- Develop practical skills to execute marketing strategies swiftly without compromising effectiveness.



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Silencing The Myths: Creating Social Media Success with Impactful Content

Let's debunk the myths surrounding social media success by learning the art of crafting content that not only captures attention but also makes a lasting impact. This session is designed to empower businesses with the skills to navigate the complexities of social media marketing, ensuring that your content shines in the digital landscape without causing audience tune-out or turn-off.

Learning Objectives:

- Learn how to build succinct and compelling effective marketing messaging.
- Develop strategies to effectively navigate various platforms in the current digital landscape.
- Discover how to activate your audience engagement through creative content that fosters a connection.

The Game Changer: Using A.I. to Advance Your Marketing Efforts

This interactive session will focus on the significant impact that artificial intelligence has on today's marketing strategies and tactics. Participants will identify A.I. marketing methods designed to tailor their marketing efforts using technological advancements that assist you effectively predict consumer needs and improve the customer experience.

Learning Objectives:

- Discuss how artificial intelligence is impacting the marketplace.
- Identify creative ways to use A.I. strategies to effectively leverage marketing
- Examine the implications that A.I. may have in the future of marketing



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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