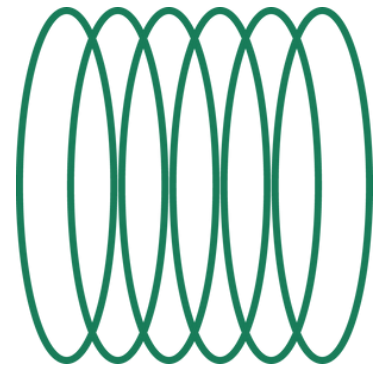


**Shakira M. Brown**

Leadership Communication Strategist and
National Essential "Soft" Skills Expert
SMB Strategic Media & Workforce Training
sbrown@shakirabrown.com



Topics

Unleashing Potential: Strategies to Authentically Communicate Value as a Leader

Session Length: Up to 60 minutes Master Class (includes 10 min of Q&A) /Half -Day or Multi-Day Workshops
Available for Additional Investment

According to Harvard Business Publishing Leadership Development Report, those surveyed believe today's leaders must be willing to take ownership of everything they share with stakeholders and to do it authentically to improve engagement and productivity. If you are to emulate your industry's most admired leaders, you need more than state-of-the-art skills. Executive communication skills are like any other skill set—leaders must cultivate them to maximize their impact and drive change. Those who can lead with integrity, and communicate that vision with confidence and charisma, transform profits, performance and longevity for their organizations and their team.

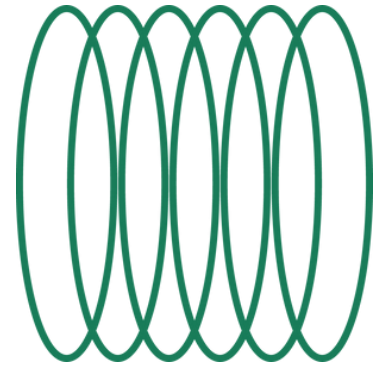
In this presentation, Awarding-Winning Leadership Communication Strategist and National Essential Skills Professional Speaker, Shakira M. Brown, will share how to uncover, analyze, and strengthen the unique characteristics that enable us to lead with authenticity and purpose. Engage in self-discovery and learn effective tactics to inspire trust and dedication in others. Discover methods to enhance your leadership ability and make an impact at a higher level in any role.

Learning Objectives

- Analyze your formative experiences to find critical lessons that inform your authentic leadership
- Develop your leadership skillset to be an impactful communicator and bridge differences
- Establish your influence and collaborate more effectively across your organization
- Align your motivations and capabilities—all while developing greater confidence in your abilities as a leader



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Topics

Powerful Communications Strategies Every Woman Needs to Lead Projects with Precision

Session Length: Up to 60 minutes Master Class (includes 10 min of Q&A) /Half -Day Workshop Available with Additional Investment

According to Deloitte Insights, 92% of companies surveyed reported that essential capabilities also known as soft skills matter as much or more than hard skills in today's business world. One of those skills is communication. As women, we must effortlessly exude authority and expertise with staff, decision makers, customers and clients. If you wish to establish a stellar reputation across all facets of your work life, you must be a powerful communicator and maintain a positive mindset. Failure to properly communicate in any setting may cause confusion or worse, an irreparable reputation. This is when being an effective communicator becomes an essential asset.

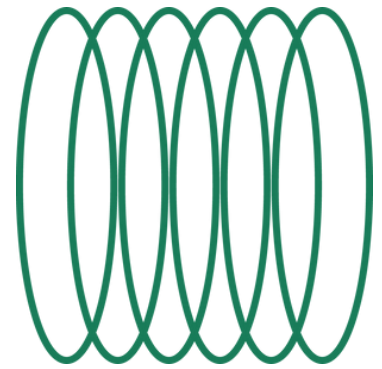
During this presentation, Award-Winning Leadership Communication Strategist and National Essential Skills Expert Speaker, Shakira M. Brown, will address proven strategies for a variety of communication challenges women at all levels face. Brown will reveal tactics and methods to communicate with external/internal stakeholders to strengthen relationships, avert misunderstandings and breakthrough to those who are utterly resistant.

Learner Objectives:

- Recognize your leadership potential, style, and opportunities
- Project confidence when communicating with stakeholders (internal and external) to position your work plans for maximum success
- Implement strategies necessary for navigating touchy situations with a fresh awareness of words that unify and ones to avoid that cause discord
- Illustrate a refined executive presence to skillfully manage difficult conversations



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Topics

Ditch the Jitters! The Art of Public Speaking for the Leery

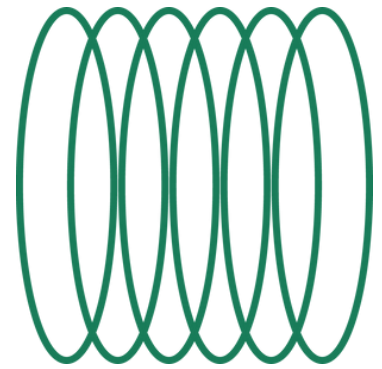
Session Length: Up to 60 minutes Master Class (includes 10 min of Q&A) /Half -Day or Multi-Day Workshops
Available with Additional Investment

There is no question that possessing strong public speaking skills is a key ingredient to success in any profession, but for some, standing before an audience is a nerve-wracking experience even for the most confident communicators. Nevertheless, an invitation to address any size audience provides an excellent opportunity to promote organizational initiatives and make a difference in the lives of many. To earn the confidence of a diverse audience, you must learn to captivate and motivate through the power of delivering an impactful message while leaving any nervousness at the door.

In this presentation, Award-Winning Leadership Communication Strategist and National Essential Skills Professional Speaker, Shakira M. Brown, reveals the secrets behind creating a lasting impression as a public speaker. Attend this session to learn from a Pro how to best present your ideas clearly and convincingly to win over audiences of any background or generation. Participants will depart with a fresh confidence to compel audiences to listen and be inspired to take action.

Learning Objectives

- Apply strategies to better manage and overcome fears that may hold you back from volunteering to address any audience (In-person or Virtually, LIVE or pre-recorded)
- Articulate compelling real stories to build rapport with audiences quickly and underscore key points in public presentations and staff training
- Establish a new relaxed confidence and influence by allowing your personality to shine and make a lasting impression

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Profile

Shakira M. Brown (<https://shakirabrown.com>) is an Award-Winning Leadership Communication Strategist, National Speaker and Soft Skills Maven with a focus on effective communication, leadership, innovation, public speaking and branding addressing thousands of in-person and virtual audiences annually. Early in her career, Shakira leveraged her extremely influential and persuasive communication skills to break into the challenging network television news industry in New York City serving as a news producer for MSNBC and others. Known for always telling herself YES, Shakira never hesitates to use her verbal skills to achieve her goals and now inspires others to do the same. Through her company, SMB Strategic Media LLC, Shakira creates customized coaching and learning experiences for associations; national/international conference events; corporate workshops/retreats and custom master classes for a wide swath of industries. Due to her tenacity and compelling personality, Shakira is also often tapped to speak at conferences for women in a myriad of industries.

Leaning into her passion for entrepreneurship, Shakira is also the lead business consultant for New Jersey Small Business Development Center at The College of New Jersey in Ewing. Shakira 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); Federal Deposit Insurance Corporation (FDIC); Catersource/The Special Event Show; Healthcare Businesswomen's Association; Restaurant Facilities Management Association; Association for Financial Professionals; Texas Association of School Business Officials; Credit Union National Association; Texas State Auditor's Office; American Association of Orthodontists; Texas Society of Association of Executives; Florida Society of Association of Executives; Virginia Society of Association of Executives; New York Society of Cosmetic Chemists; Pennsylvania Conference for Women; Syracuse University; Boston University; University of Nebraska; The College of New Jersey; America's Small Business Development Centers (ASBDC); CyberRisk Alliance; International Institute of Municipal Clerks (IIMC); Project Management Center for Excellence at the University of Maryland; Promotional Products Association International; and many more.

Shakira has served as a voting member of the National Academy of Television Arts & Sciences (TV EMMYS) and is member of National Speakers Association and Meeting Professionals International. She has been a featured expert in Association Leadership, Institutional Investor, American Express Open, Crain's Chicago, The Membership Report, HealthCare IT News, Smart Money, Nonprofit Communications, The World of Speakers Podcast and others.