

Shakira M. Brown

Leadership Communication Strategist and
National Human “Soft” Skills Expert
SMB Strategic Media & Workforce Training

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TOPIC: AI /Management/Personal Development/Leadership

AI Can't Do This: Why Human Skills Matter More Than Ever

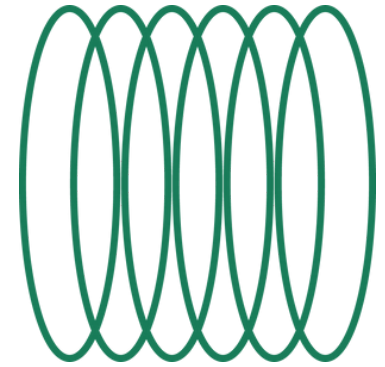
The 2025 World Economic Forum revealed a transformative truth: we're entering an Intelligent Age, where success belongs to those mastering human–Artificial Intelligence (AI) collaboration. With AI poised to contribute \$15.7 trillion globally by 2030, leaders must recognize that while AI excels at data processing, it falls short in emotional intelligence, cultural context, and nuanced communication. The breakthrough lies in understanding where AI's capabilities end and irreplaceable human strengths: adaptability, empathy and critical thinking take over.

Join Shakira M. Brown, renowned Leadership Communication Strategist and National Human “Soft” Skills Expert Speaker, as she helps shape your approach to leadership in the AI-driven economy. Discover why authentic leadership and effective communication are more crucial than ever. Learn to bridge the human–AI collaboration gap, preserve human-centered decision making, build trust in hybrid teams, and harness the power of AI while prioritizing human flourishing. Depart empowered to develop a skill-based approach to collaboration that ensures both humans and machines contribute their unique strengths to create unprecedented value and competitive advantage

Learning Outcomes:

- Identify the paradoxical relationship between technological sophistication and the increasing importance of human communication skills in the AI era
- Assess the risks of miscommunication in Human–AI collaboration and determine strategies to mitigate them through effective communication
- Design approaches to integrate human wisdom and artificial intelligence, ensuring human-centered decision making and trust in hybrid teams
- Develop actionable plans to prioritize communication as a critical capability in your organization, amplifying authentic leadership and human flourishing in the Age of AI

(Customizable to the needs of your desired program)



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TOPIC: ASSOCIATIONS/AI/MANAGEMENT/LEADERSHIP

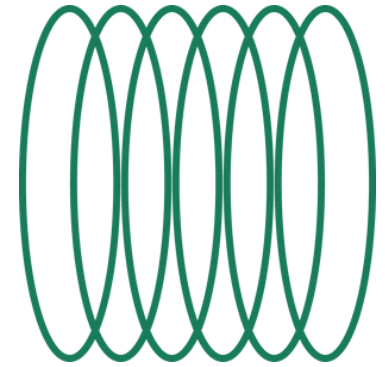
The \$15.7 Trillion Question: Why Your Association's Future Depends on Human Intelligence, Not Just Artificial Intelligence
Enter the Intelligent Age: 42 percent of associations use AI tools (ASAE ForesightWorks), with 89 percent adopting by 2026, poised for a \$15.7 trillion global impact by 2030. AI aids in data analysis & efficiency, however associations need human leaders for emotional intelligence, cultural sensitivity & nuanced advocacy – all uniquely human strengths.

Join Shakira M. Brown, Leadership Communication Strategist, to explore Responsible AI leadership, preserving human-centered decision-making while harnessing AI's enhancing power for relationship-driven association success.

Learning Outcomes:

- Balance AI and Human Strengths: Identify where AI enhances efficiency versus where human judgment is irreplaceable, creating workflows that amplify emotional intelligence and relationships.
- Cultivate Human Leadership Skills: Define distinctly human leadership competencies such as empathy-driven decision-making, ethical governance, and authentic engagement – that differentiate thriving associations in automation.
- Articulate Irreplaceable Human Value: Recognize how responsible AI adoption enhances human connections, personalized advocacy, and community-building that form irreplaceable association value today.

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TOPIC: LEADERSHIP/MANAGEMENT/PERSONAL DEVELOPMENT/ COMMUNICATION

Genuine Connection: Building Trust Through Authentic Stakeholder Engagement

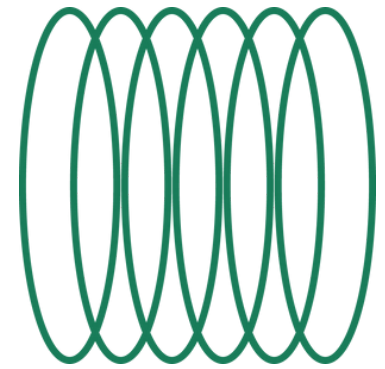
According to a recent Harvard Business Publishing Leadership Development Report, those surveyed believe today's leaders must be willing to take ownership of EVERYTHING they share with stakeholders and do so authentically to improve engagement and productivity. With this insight, it is clear you can no longer just emulate the industry's most admired leaders by merely exhibiting state-of-the-art skills (sorry artificial intelligence gurus.) Executive communication skills are like any other skillset, leaders must cultivate them to maximize their impact and drive change. Those who can lead with integrity, and communicate their vision with confidence and charisma, transform profits, performance and longevity for their organizations and their team.

Join Awarding-Winning Leadership Communication Strategist and National Human “Soft” Skills Expert, Shakira M. Brown, to learn 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 experience to find critical lessons that inform your authentic leadership style
- Develop your leadership skillset to be an impactful communicator and bridge differences
- Establish your influence and collaborate more effectively across your organization, partners and other stakeholders

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Profile

Shakira M. Brown (<https://www.shakirabrown.com/>) warns of the modern workforce's most insidious threat: Team Dysfunction, exponentially magnified by artificial intelligence's rapid ascension. While others tend to embrace technology blindly, she champions the radical notion that authentic human connections remain our greatest competitive advantage.

Her transformative approach empowers professionals to overcome dysfunctional behaviors, revolutionize listening in our digitally-fragmented world, and harness AI as a tool for enhanced NOT diminished human collaboration. This isn't theoretical optimism; it's battle-tested wisdom.

Shakira's storied career spans major broadcast newsrooms, public relations and corporate communications for international national accounting/audit firms, government entities, national associations and international conference stages. Her award-winning expertise, forged at a renowned Madison Avenue publicity firm managing public relations initiatives for international brands, subsequently refined by C-suites of publicly-traded corporations and at then "Big Four" member firm crystallizes one undeniable truth: Authentic Leadership Communication is the linchpin of lasting business outcomes.

Through Dynamic Keynotes and Transformative Workshops, Shakira guides emerging and established leaders nationwide to discover their unique voice, amplify their influence, and empower them to excel.

In an age where technology perpetually threatens to strip away elements of humanity, Shakira M. Brown dares to ask: What if our greatest strength isn't what we can automate, but what we can never replace?