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Topics

Strategic Targeting: How to Build Competitive Strength in an Oversaturated Market

Are you shouting, posting, pushing, and promoting your association's message, but still disappearing in the crowd? In an era where members are overloaded and attention is short, success requires more than volume. It requires precision.

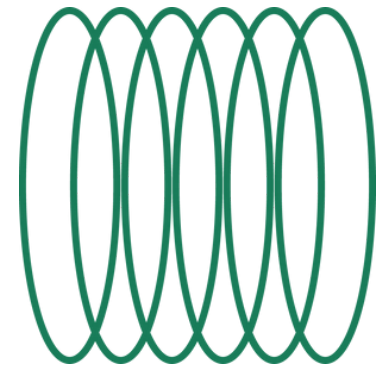
Associations are overwhelmed by the volume of messages they push out and even more overwhelmed when none of it converts this segmented targeting framework becomes the missing piece to identifying how and who to grow with. A highly engaging session showing how associations can sharpen audience selection, refine their messaging, and use segmentation to drive growth and cut through noise.

- How to reframe your audience using behavior, mindset, and relevance
- How to sharpen your targeting as expectations shift in the marketplace
- How to position your brand so you own your competitive space

Generational Synergy: Mastering the Art of Multi-Generational Communication

Associations are serving the widest generational span in history—from Traditionalists to Generation Z—yet they often communicate as if everyone values the same message, cadence, and channel. This session unlocks a transformative communication model that helps association professionals bridge generational gaps with clarity, empathy, and strategy. You'll walk away with strategies to strengthen trust, improve retention, and elevate cross-generational collaboration.

- Understand distinct generational communication patterns that influence decision-making and engagement.
- Diagnose where generational gaps weaken messaging clarity and member experience.
- Adapt communication strategies that resonate with Boomers, Gen X, Millennials, and Gen Z simultaneously.
- Create inclusive, age-responsive approaches to member outreach, storytelling, and community-building.



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The Credibility Effect: How Micro Moves Influence a Macro Presence

Executive presence isn't an aesthetic, it's a communication strategy. In hybrid, virtual, and in-person spaces, the smallest behaviors shape how leaders and member-facing professionals are perceived.

This high-impact session introduces a blueprint for developing presence through intentional micro moves—small, strategic actions that shift how others trust, receive, and respond to your message. Participants learn practical communication adjustments that instantly elevate influence, strengthen member interactions, and enhance leadership visibility.

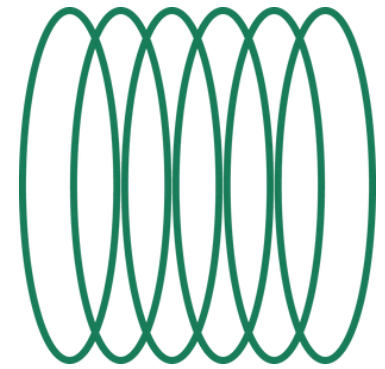
- Identify micro behaviors that strengthen or weaken credibility in digital and face-to-face interactions.
- Apply presence-building practices that improve clarity, authority, and trust with members and stakeholders.
- Understand how tone, timing, language, and body cues shape influence and perception.

The Art of Difficult Conversations: How to Navigate Challenging Situations

Association professionals regularly face challenging conversations—with members, volunteers, executives, committees, and team members. When communication tension rises, confidence often drops.

This interactive session equips participants with a clear, adaptable framework to handle difficult conversations across face-to-face, email, and virtual channels. Through real examples and scenario-based learning, you'll discover how to manage conflict with clarity, reduce escalation, and respond with authority—turning hard moments into opportunities for trust.

- Recognize common patterns that make conversations difficult and how to interrupt them early.
- Apply platform-specific communication strategies for email, virtual meetings, and in-person dialogues.
- Use tone, structure, and clarity to de-escalate defensiveness and guide conversations to productive outcomes.
- Build confidence and capability in navigating conflict with members, colleagues, and stakeholders.



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Synergy Simplified: Mastering the Art of Multi-Generational Communication

In a world where the workforce spans multiple generations, effective communication can often feel like navigating uncharted territory. This high-energy, interactive session is designed to help professionals fill generational communication gaps that block effective communication. By understanding the distinct communication styles of Baby Boomers, Gen X, Millennials, and Gen Z, attendees will learn to bridge the gaps and create synergy within their organizations. Using real-world scenarios and practical activities, participants will explore each generation's unique risk levels, characteristics, and decision-making approaches. They will walk away equipped with actionable strategies to foster a more inclusive, collaborative, and dynamic work environment.

Learning Objectives:

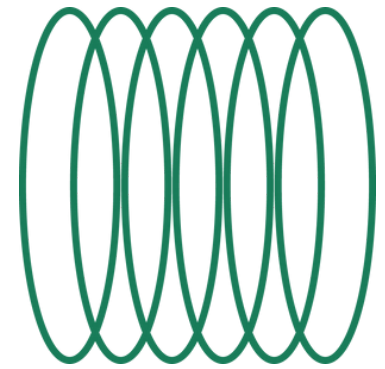
- Explore Generational Communication Styles: Discover communication preferences and styles across different generations and analyze how these varying styles can lead to both challenges and opportunities in workplace communication.
- Identify and Dismantle Communication Barriers: Learn to identify common generational barriers and eliminate actions that hinder effective communication, such as stereotypes, misaligned expectations, and misunderstood cues.
- Enhance Cross-Generational Connections: Discover and implement strategies to bridge communication gaps, ensuring sustainable inclusivity that fosters stronger connections and mutual respect across generational lines.

Beyond Collaboration: Leveraging Synergy to Enhance Team Cohesion

Collaboration alone isn't enough to truly excel professionals must learn to harness the power of synergy—where the collective effort of the team exceeds the sum of individual contributions. This session will explore how to move beyond basic collaboration by leveraging synergy to enhance team cohesion, boost creativity, and achieve outstanding event outcomes. Participants will gain insights into building strong, interconnected teams that work seamlessly together, driving greater efficiency and innovation in event planning and execution.

Learning Objectives:

- Understand the Difference Between Collaboration and Synergy: Learn how synergy amplifies team efforts, leading to more cohesive and effective teamwork in the event planning process.
- Build Synergistic Team Dynamics: Discover strategies to foster an environment where team members complement each other's strengths, leading to more innovative solutions and successful event outcomes.
- Enhance Communication and Trust Within Teams: Explore techniques for improving communication and building trust, which are crucial for creating a synergistic team culture.
- Evaluate and Sustain Team Synergy: Learn how to assess your team's synergy levels and implement continuous improvement practices to maintain high levels of cohesion and collaboration.



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Leading the Shift: Reset. Rethink. Redefining Marketing in a New Era

Marketing is changing faster than most organizations can keep up with — and associations are feeling the shift the hardest. This keynote challenges audiences to rethink outdated practices, reset how they define value, and step into a fresh, simplified approach to communication and connection. Through sharp insights, real-world examples, and your signature clarity, participants learn what modern marketing actually requires today: intentional storytelling, strategic decision-making, and communication that cuts through noise instead of adding to it.

Say Less Connect More: How to Cut the Noise and Keep the Impact

Communication today is loud, crowded, and constant — yet true connection feels harder to create. Say Less, Connect More cuts through the noise by showing leaders how small, intentional communication choices can create clarity, reduce confusion, and strengthen relationships across their organizations. This keynote delivers a modern, practical approach to communicating with purpose instead of pressure, helping participants create messages people actually understand, remember, and respond to.

Profile

Sherron Washington is a marketing and communication (marcom) strategist, international speaker, facilitator, professor, and CEO of The P3 Solution—a full-service firm specializing in training and curriculum development. She develops and delivers impactful training programs on leadership, inclusion, marketing, and communication for businesses and organizations, empowering them to thrive through effective communication and marketing strategies.