

CHRISTOPHER
KELLEY



**LEADERSHIP
DEVELOPMENT
PROGRAM**

Session 3

Effective Communication

Date: November 01, 2013

Location: RTKL: 2101 L St NW Suite 200, Washington, DC

Time: 12:00 pm – 5:00pm

Effective Communication

Program Summary:

The session will begin with an icebreaker intended to demonstrate how easy it is to miscommunicate. The first presentation will be a 90 minute workshop focused on Public Speaking. Through teaching, discussion, theater exercises, and coaching, participants will learn to engage and energize listeners, drop nervous habits, and breathe life into technical presentations. Immediately following the workshop, the group will participate in non-verbal communications: understanding and practice. The program will wrap up with a look at digital communications from a multi-generational perspective. Elevator-pitch development and networking skills will be practiced during an interactive happy hour at the conclusion of Session 3.

Learning Objectives:

1. Participants will be able to identify and understand the elements of an effective digital communication; and appropriately choose the correct digital media for the message.
2. Through practice, participants will speak with confidence and without hesitation, resulting in the delivery of an organized and decisive message within a group of peers, supervisors, clients, or contractors.
3. Participants will be able to analyze an audience and adapt or tailor the message for the most effective delivery.
4. Participants will be able to observe and interpret body language and other forms of non-verbal communication; and engage non-verbal strategies to supplement their verbal message.

Program Abstract:

The focus of Session 3 is Effective Communications. The session will begin with an icebreaker game of 'Telephone', in which participants will pass a given phrase from one to another via whisper, with the last participant saying aloud what was heard. The game is intended to demonstrate how easy it is to miscommunicate. The Public Speaking workshop will be provided by Graceworks, and is titled 'The Human Connection: Bring Your Presentations to Life!' The intent of the presentation goes beyond simple public speaking skills; principles taught will apply to all types of interpersonal communication. The coaching is delivered in a hands-on approach that allows participants to experience the principles as they are being taught. Effective non-verbal communications, including body language and how it is interpreted, will be explored through a short skit in which participants will act out a scene without speaking. The session will wrap up with a look at digital communications from a multi-generational perspective. The piece will review forms of digital communications as tools for business, and will discuss appropriate usage, formality, and personal branding in a corporate environment. An informal happy hour, featuring RTKL business development managers, will provide tips on networking and development and elevator pitch.

Effective Communication

Date: 11/01

Location: RTKL: 2101 L St NW Suite 200, Washington, DC (Conference Room 3C)

Time: 12:00 pm – 5:00pm

Agenda:

12:00 – 12:30	Lunch Reception
12:30 – 12:45	Welcome & Ice Breaker – Aimee Woodall & Amaya Labrador
12:45 – 2:15	Public Speaking Workshop - Carol Doscher, Graceworks
2:15 – 2:30	Break
2:30 – 3:00	Non-Verbal Communications & Body Language - Aimee & Amaya
3:00 – 3:45	Digital Communications - Thom McKay, Laura Ewan & Ashley Ross
3:45 – 4:00	Break
4:00 – 4:45	Elevator Pitch, networking & working the room - Jeanne Wood
4:45 – 5:00	Closing Comments & Housekeeping - CKLDP Committee
5:00 – 6:30	Happy Hour RTKL Patio



Presentation:

The Human Connection: Bring Your Presentations to Life!

Want to raise your shortlist interview hit rate? Want to promote your firm through speaking engagements? Want more confidence when you speak in public? Strengthen your presentation skills in this fun, interactive workshop.

Through teaching, discussion, theater exercises, and coaching, you'll learn to engage and energize your listeners. We'll help you identify and drop nervous habits. You'll find out how to prepare and practice your material, use props and graphics wisely, and breathe life into "boring" technical presentations!

You'll learn much more than just public speaking skills. These principles apply to all types of interpersonal communication - from one-on-one and team meetings to networking/social events and phone calls. Due to our hands-on approach, this teaching goes well beyond intellectual understanding. You'll actually experience the presentation/communication principles being taught!



Carol Doscher

Carol Doscher

President & CEO (Chief Encouragement Officer), loves her job! Since founding Graceworks in 1995, she's trained thousands of AEC professionals to become more successful presenters, leaders and all-around communicators. Carol's experience in professional theatre inspired her zeal for coaching - she's been getting audiences to take notice since she performed in Broadway's "Sweeney Todd." Carol is a certified practitioner of Whole Brain® Thinking - a great tool to help people understand and leverage their own thinking preferences. In addition to writing numerous articles on communication, she's been featured in The New York Times & on Bloomberg Television's Small Business News.

Graceworks provides presentation, communication, writing and leadership training to clients globally. Our sessions are designed to free you to be yourself and connect comfortably and confidently with others - you'll get an interactive, one-of-a-kind experience, not just training. Our promise to you? We'll laugh, lives will be changed, and you'll walk away knowing how to make The Human Connection.

Presentation:
Digital Communications

This presentation reviews forms of digital communications as tools for business, and will discuss appropriate usage, formality, and personal branding in a corporate environment.



Thom McKay

Thom McKay

Thom McKay directs the Environments and Communication groups at RTKL, overseeing the firm's efforts in strategic branding, environmental graphic design, signage, wayfinding and corporate communications. Thom and his team frequently play an instrumental role in the conceptual stages of new project development, as the marketplace continues to become more conscious of branding. His background in fine arts and literature allows him to see beyond the project's scope and connect branding efforts to the larger context.



Laura Ewan

Laura Ewan

As part of RTKL's Firmwide Communications group, Laura works alongside a creative team of highly-collaborative individuals responsible for all of RTKL's internal and external global communications efforts, including the launch of a complete corporate rebrand in September 2011. Working in a project management role, she currently helps manage the design and strategic development of RTKL's rebranded collateral, employee engagement in corporate culture programs, and participation in RTKL's internal and external online social communities.



Ashley Ross

Ashley Ross

As a writer for RTKL's Firmwide Communications team, Ashley is responsible for creating strategic content for all of RTKL's communications efforts, with a special focus on public relations. Starting with RTKL in 2011, Ashley was an integral part of RTKL's launch into the world of social media. She currently serves as an editor for RTKL's digital magazine, ARTICLE, and manages RTKL's blog and Twitter feed, reaching upwards of 2,500 people every day.

Presentation:

Elevator Pitch, networking & working the room

An informal happy hour will provide tips on networking and development and elevator pitch.



Jeanne Wood

Jeanne Wood

Jeanne Wood, principal and head of business development with RTKL's Workplace Practice Group, has more than 15 years of experience in business development, marketing, and identifying and developing sales and partnership opportunities. She is responsible for building and expanding RTKL's global client accounts, and works closely with RTKL's parent company, ARCADIS, to cultivate synergistic project opportunities.

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