

CHAOS TO CLARITY:

HOW “POWER COMMUNICATORS” DRIVE POSITIVE CHANGE IN TODAY’S CHAOTIC WORK ENVIRONMENT

THE NEED:

Today’s business professionals operate in an ever-increasing complex, challenging and hyper-competitive marketplace. Multigenerational workforces, shifting customer behaviors, emerging technologies, 24-7 communication and the constant pressure to “do more with less” defines the environment. But chaos turns to clarity when business professionals listen effectively, build trust and communicate with powerful words and actions designed with purpose and meaning. Professionals employing this approach – which we define as “Power Communication” – will not only succeed, but thrive in volatile, changing and disruptive landscapes.

THE BENEFITS:

Participants of this dynamic session will learn how to connect core leadership skills with essential communication strategies and techniques to strengthen their own “personal brand.” As Power Communicators, they will also have the tools to drive greater efficiency and more measurable results for their organization, customers and other stakeholders. Participants will increase their credibility by using Power Communication to bring clarity to situations, create greater engagement and inspire others around them to new heights.

THE TOPICS:

- **Leadership Matters** – Aligning words with actions to drive clarity and results requires thinking like a leader. Learn the essential leadership skills Power Communicators must possess.
- **Tuning In** – What are the foundational pillars for Power Communication? It starts with effective listening and getting in tune with your audience.
- **Artful Communication** – Power Communicators are adept at articulating their purpose and vision. Learn the importance of specific word choice and six essential techniques that can drive clarity, facilitate buy-in and achieve objectives.
- **Executive Presence** – A leader is recognized when he or she enters a room. Get the top dos and don’ts of non-verbal communication and how to deliver presentations with maximum effect.

THE DELIVERY:

“Chaos to Clarity” can be customized to meet each client’s specific need or situation. Purposefully designed for maximum participant interaction, delivery is available through:

- 1 to 1.5 hour Breakfast or Lunch-and-Learn
- Half-Day Session
- Full Day or Multi-Day Workshop

PRESENTER:

Matt Spaulding is a 24-year veteran of the communications industry. He is the president of Spaulding Communications, a strategic communications firm he founded in 2002. He is also an instructor of business communication at Georgia State University and a former consulting fellow to Battlefield Leadership, a premier leadership training company.



A frequent presenter and author on communication and leadership topics, Spaulding has worked with *Fortune* 500 companies and brands such as ConAgra, Honeywell and Johnson & Johnson. Drawing on his expertise as a message development expert and media trainer, Spaulding and his clients have appeared in media outlets ranging from *The Wall Street Journal* and *USA Today* to the *Los Angeles Times* and HGTV.

CLIENT TESTIMONIAL

“The bar was set very high and Matt Spaulding delivered. The workshop was a success and all objectives were met.”

– Marc Koretzky
COO, Complete Benefit Alliance

**FOR MORE INFORMATION OR TO SCHEDULE A SESSION, CONTACT MATT SPAULDING
AT 404-270-1010 OR MATTS@SPAULDINGCOMMUNICATIONS.COM**

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