



Speaker Submissions

Hot Topics

Enriching Morale When You're Cash Poor. 3
Cuts to the Core: Simplify Your Practice 3
Cuts or No Cuts: That is the Question 3
Citizen Journalism with New Media 3
Client Intimacy Revisited 4
The True Test of Leadership: Do You Pass? 4
Cultivating the "Trusted Advisor" 4
The Changing Face of PR 4

Leadership and Succession

Four Paths to Leadership..... 5
What Your Millennials Aren't Telling You..... 5
Leaders Like Me..... 5
Transformative Coaching..... 6

Team-Building and Interpersonal Skills

Creating a Firm University..... 6
Herding Geese: How Group Dynamics Can Make or Break Your Career... 7
Beyond Cowboys: Leading Law Firms as a Team..... 7
How to Teach So They Learn..... 7
Transformative Coaching 8

Marketing and Business Development

Marketing

High Impact Marketing on a Low Impact Budget..... 8
Behind Closed Doors: Why 9 out of 10 Firms Fail the Prospect Meeting... 8
The Experience is All in the Details..... 9
Budget Branding..... 9

Sales

Proposals that Win..... 10
Sell While You Sleep: Website Referral Strategies 10
I Hate to Sell..... 11
What's a Website for Anyway? 11
Your Online Brand 2.0 11

PR

Entering the Niche Market 12
Dominating the Niche Market 12
Defining Your Competitive Differentiators 12

Media Darlings: Secrets of Successful Niche PR	13
Nimble PR: Website, idea releases and media relations	13
Holy Crisis Communications, Batman! - Managing Crisis: Large and Small...	14
Virtual Fame: How the Internet is Challenging the Rules of PR	14
Business Development	
Market Yourself Online: LinkedIn and Other Social Networks	15
Face It & Link In: The New Frontier of Prospecting.....	15
How to Create Effective Relationships with Consultants	16
 Professionalism & Personal Development	
Presentation You	16
A Seat at the Table: Gain Real Power and Influence	16
Association Impact	17
Top Dogs Communications Skills	17

Hot Topics

Enriching Morale When You're Cash Poor

During trying economic times, any employees worth their salaries will work hard to support firm goals and improve profitability. When the market improves, however, will those same employees feel that their efforts were acknowledged and rewarded? This presentation will highlight cost-effective ways that firms can improve morale, retain top talent and employ alternative perks when traditional benefits must be cut in the name of cash flow.

Networking for Newbies – Does the idea of entering a room of strangers send shivers down your spine? That's how traditional networking has always been done: go to an event, shake hands, pass out your card, hope for a connection. In this presentation, find out how networking has changed to make it more comfortable and effective for any professional. We will discuss tricks and tips for the intimidating networking event, the conference and the online networking group. Learn how to improve your chances in business development and career momentum.

Cuts to the Core: Simplify Your Practice

Clip coupons. Delay the computer purchase. Pack your lunch. As individuals are cutting back on spending, firms are addressing ways to simplify budgets and focus on the core essentials of their businesses. This includes more than line item reductions and staff management, but also how you prioritize clients, direct rainmaking efforts and improve systems. This presentation will offer five things you can do now to simplify the way you do business and get back to the core of your best practices.

Cuts or No Cuts: That is the Question

Are layoffs necessary now? When will business improve? Where can your firm cut corners without sacrificing service or morale? This presentation will help you assess areas of your business that need the boot and other areas that are still considered essential by clients or employees. Discover the hidden areas of resentment and the hidden sacred cows that keep your firm from achieving more efficiency and accountability. Learn how to get employee and client cooperation for positive budgetary or service changes.

Citizen Journalism with New Media

Big urban dailies are making their own news these days with bankruptcies, staff layoffs and shifts to strictly online publishing. Even television and radio stations are compensating with more news online. With this shift, the trend in "citizen journalism" provides numerous opportunities for professionals to share their knowledge directly with their audiences. Learn about the new frontier of communications and how to leverage it responsibly for increased brand awareness and firm credibility.

Client Intimacy Revisited

How do you create a warm handshake online? What's the value of a handwritten note? This is just one of the concepts addressed in this presentation about renewing firm focus on client intimacy. Learn how every department in your firm can address client intimacy, from the simplest human touches to the structure of engagements and chain of command. Find out what your competitors aren't doing that will help your firm stand apart.

The True Test of Leadership: Do You Pass?

Our greatest leaders were born in a trial by fire. Crisis is a time when we recognize our true friends and colleagues, rise to the challenge and alter our belief systems for the better — or not. In this presentation, learn some of the key traits of effective leadership in crisis. We'll address specific challenges in practice management, rainmaking and crisis communication. Find out if you can pass the test.

Cultivating the “Trusted Advisor”

Many firms talk of being a trusted advisor to their clients. What does this really mean? Wendy Nemitz of Ingenuity Marketing Group outlines the different levels that professionals can obtain on their way to becoming a trusted advisor. You will learn the unique contributions that can be made and appreciated by clients along the way — and what it takes to truly gain their confidence and trust. Find out why not all professionals can achieve trusted advisor status, but how each can contribute to client loyalty and development.

The Changing Face of PR

The Internet, blogs, social networking, the recession — all of these elements are dramatically changing the face of public relations. To a degree never before possible, firms have the opportunity to be their own publishers and to participate in conversation with target audiences, rather than sending out one-way information bursts. In this presentation you'll learn how to deal with the growth of authenticity and transparency in PR, what new technologies are valuable for firms to use, how to create an integrated PR strategy and how to provide guidelines to your firm to govern online communications.

Leadership and Succession

Title: Four Paths to Leadership

In the current frenzy for hiring or developing Rainmakers, some of the most important parts of law firm leadership are being ignored. As a result, productive associates who do not see themselves making rain are more likely to leave or “check out” from contributing in other ways.

In addition to the revenue contribution of billable hours, there are four ways attorneys make a leadership contribution to their firms:

- As Rainmakers
- As Technical Experts
- As Client Service Masters
- As Firm Foundation Builders.

With this model of balanced firm leadership, we will show you specific ways you can help partners respect the contributions of others and retain associates to become committed partners.

Title: What Your Millennials Aren't Telling You

Level: Basic to Intermediate

How do you attract and retain staff in their 20s? We have interviewed young professionals to find out why they choose firms, why they stay at firms and what they leave. From this presentation you will get the inside scoop on how to:

- Attract the bright – and right – stars to your firm
- Use social networking and innovative recruiting techniques
- Deliver what Millennials really want from their jobs
- Manage expectations and build loyalty
- Keep a workforce that is recruited all the time by other firms

Title: Leaders Like Me

Most firms are worried about retaining talented younger people until they take over leadership roles in the firm. Firms are asking:

- Can I realistically expect to keep my post-college hires?
- How can I get the young staff to stay?
- Why do high performing women decide not to be Rainmakers when they have such great interpersonal skills?
- Why do high performing women leave the firm?
- Why won't they commit?
- How can I build and keep a team when the price tag keeps rising?
- What is leadership anyway and how can to get young people to do it?

Our model of firm leadership is based on research done by Ingenuity on both the Millennial Generation and High Performing Women in professional service firms. The results of our

programs, the New Leadership Forum and Young Rainmakers, are a much higher than expected retention rate and business development from all participants. If given more than an hour, we can share a detailed plan for action as well as analysis of the issues and recommendations for change. This is an excellent keynote presentation, based on real life experiences and documented success in CPA and law firms from keynote-quality national speakers.

Title: Transformative Coaching

Coaching is now a big part of most leaders' jobs. There are two distinct way to coach. The most common is transactional coaching, which focuses on holding someone accountable for reaching certain defined and agreed-upon goals. It is about helping people DO different things. The other is transformational coaching, which helps people take big leaps forward in how they think about themselves, their levels of confidence and their abilities to take risks. It helps them BE different people.

By using transformational coaching techniques, you can help your team conquer their fear of business development or their reluctance to make a commitment to the firm. You can approach issues that have stopped them in the past. If you are in a coaching role, go beyond simply holding feet to the fire and help them look at themselves in powerful new ways.

- Know the difference between transactional and transformative coaching
- Tips on how to help people take big leaps forward
- Help your attorneys become more confident and take risks

Team-Building and Interpersonal Skills

Title: Creating a Firm University

Level: Intermediate - Advanced

“Catch as catch can” training often means little training at all. Make a big impact with a new Firm U. By creating a Firm U, you will systemize your training programs to not only actually happen, but to create a strong knowledge base and culture within the firm.

Ingenuity Marketing has helped firms build highly successful and uniquely suited programs. They will help you:

- Build the business case for a Firm U
- Promote programs that work
- Create excitement
- Build the budget
- Design the programs
- Cross-strategize goals so that firm initiatives like cross-selling or mentoring are incorporated into the Firm U
- Hire a variety of speakers and trainers to support learning

Title: Herding Geese: How Group Dynamics Can Make or Break Your Career

Level: Beginning

Outline:

Since virtually every professional service firm is led by a consensus and group model, you have to have a basic knowledge of group dynamics to make sure you can:

- Work with the “first amongst equals” partnership model
- Emerge as a respected firm leader
- Gain power through knowledge of group dynamics
- Keep groups focused and on task
- Help decisions get made more quickly
- Stop unproductive infighting
- Avoid innovation killing group-think
- Keep your marketing programs and budget on track

Title: Beyond Cowboys: Leading Law Firms as a Team

Rainmakers are “in” and most of us know we have to start developing these skills in our lawyers early. While bringing in new clients is critical to a healthy firm and everyone plays a part in that important function, there are many other mission-critical ways to be a firm leader. If younger staff does not see themselves as Rainmakers, they often feel like there is no opportunity to contribute to the firm beyond billable hours. They either “check out” or leave the firm. We look at leadership contributions (and reasonable business development expectations) from the perspective of:

- Rainmakers
- Client Service Masters
- Firm Foundation Builders
- Technical Experts

Help your attorneys find their leadership competencies early and be a more valued lawyers and leaders in your firm.

Title: How to Teach So They Learn

Level: Intermediate track

Have you been frustrated in trying to teach or coach new skills such as sales and marketing to your reluctant professionals? Does it seem like they don’t make the changes you would like to see? Find out simple techniques based on the latest adult learning theories that you can use to make sure:

- Training programs are lively and well-received
- People show up for your classes and don’t spend the time on their blackberries
- People hear and remember your messages
- Knowledge is transferred throughout the firm
- You only hire trainers who make a difference for your professionals.
- Their behavior actually changes!

Title: Transformative Coaching

Coaching is now a big part of most leaders' jobs. There are two distinct way to coach. The most common is transactional coaching, which focuses on holding someone accountable for reaching certain defined and agreed-upon goals. It is about helping people DO different things. The other is transformational coaching, which helps people take big leaps forward in how they think about themselves, their levels of confidence and their abilities to take risks. It helps them BE different people.

By using transformational coaching techniques, you can help your team conquer their fear of business development or their reluctance to make a commitment to the firm. You can approach issues that have stopped them in the past. If you are in a coaching role, go beyond simply holding feet to the fire and help them look at themselves in powerful new ways.

- Know the difference between transactional and transformative coaching
- Tips on how to help people take big leaps forward

Marketing and Business Development

Marketing

Title: High Impact Marketing on a Low Impact Budget

Are you tired of spending a lot of money on marketing that seems to produce no results? Are you looking to get the highest impact with the resources you have? It is time to get a few marketing tools just for CPA firms to help set priorities and make decisions. Listen to the insider tips from senior marketers who have helped dozens of firms invest their budgets wisely and reap real returns. Don't waste anymore of your precious marketing dollars!

This is one of the highest rated workshop options. With real-life examples, our practical marketing experience can help a sole practitioner or decision-maker in a large firm. This interactive and fun workshop is very focused on tangible, do-it-tomorrow tips and ideas.

Title: Behind Closed Doors: Why 9 out of 10 Firms Fail the Prospect Meeting

You spend a lot of resources getting your attorneys in front of a prospect. You provide them with excellent firm materials, help and coaching. But do you know what actually happens behind closed doors?

We secret shop law firms and have been through many poorly run prospect meetings. About half of all attorneys make it nearly impossible to buy from them. Only about one in 10 does the job you are hoping for.

Find out what actually happens behind closed doors when attorneys try to sell themselves, their services and their firms. After this workshop you will be able to:

- Work from reality when coaching attorneys on prospect preparation.
- Create learning programs that actually make a difference at prospect meetings.

- Have concrete statistics and shopping case studies to show your firm and attorneys.
- Know the most important keys to good prospect meetings.
- Take back a checklist for great prospect meetings you can share with your firm.

Takeaways:

- Best Practices: Cold Calls
- Best Practices: Reception Publications
- Best Practices: Receptionist
- Ingenuity Uptakes

Title: The Experience is All in the Details

Level: Beginner

Outline:

Do all firms provide the same type of experience? No, say the top secret law and CPA firm shoppers. There is a huge difference in the experience that most potential and actual clients may not be able to articulate, but can certainly feel. We will give you a rundown on what wowed us and what didn't, as well as checklists for:

- 11 things receptionists can do to improve guest comfort
- Top reception publications to avoid and the best ones to have
- Bathrooms: 6 ways to make yours more comfortable
- What your lobby says about your firm
- The 10 second greeting process
- White stretch pants do not say “accounting experts” and other ways your staff makes an indelible impression
- How to lose and confuse potential clients

Title: Budget Branding

Level: Basic to Intermediate

A branding process can cost from \$30,000 - \$100,000+ for a mid-sized firm. What can you do to establish a strong and viable brand when you have a small budget? We can share with you the do-it-yourself guide to:

- A Brand is More than a Logo: Elements of a brand really matter.
- Stop Assuming: Really understand the experience clients have with you.
- Create Brand Ambassadors: Teach your team to speak your brand messages.
- Bring Brand to Life: Get your firm differentiators into the marketplace.
- What is worth paying for and what you can do yourself.

Sales

Title: Proposals that Win

Level: Basic to Intermediate

When an RFP lands on your desk 24 hours before it is due with a note that says “Long shot but big money,” you know you are losing the proposal game. Take back those evenings spent chasing proposals your firm will not win by creating a system that increases the odds and decreases the overtime.

This presentation addresses creating proposal documents that get noticed and win engagements and the process of developing a proactive, meaningful system to develop them, including:

- Assessing whether to do it at all
- The proposal team and parameters of what you take on
- What your audience wants to hear you say
- Know your target – research, research, research!
- Stand out from the pack
- The do’s and don’ts on references
- Tailoring your credentials when your experience is sparse
- After the deadline: what you can do behind the scenes
- The single most important step in writing a proposal
- Tracking and measuring results

Title: Sell While You Sleep: Website Referral Strategies

Lot of clients tell us that they get their best leads through word of mouth and repeat business. Most companies are a people business that requires personal contact, right? We agree, but find that today’s companies are missing an emerging business development opportunity that will only grow in importance: the firm website. Find out how the newest generation of websites — with proper search engine optimization and relevant updated content — is a critical tool for business referrals. Learn simple ways to attract both talent and prospects who are motivated to call you for more information — even while you sleep.

Takeaways:

- The critical components of a high-value website
- Simple ways to leverage your site and attract prospects and recruits
- Why websites need excellent and fresh content and how to get it
- Who is really looking at you online and what they want (It’s not your competitors.)

Title: I Hate to Sell

Level: Beginning

For all professionals who went to college so they would never have to sell anything to anyone, this simple and effective consultative selling plan is easy to use and simple to teach in your firm. You can use this simple system to take the fear out of sales and help your professionals feel more confident. Learn about effective ways to help people want to buy from you by:

- Proper preparation
- Effective visualization
- Developing rapport

- Uncovering hidden hopes, needs and dreams
- Creating solutions
- Asking for the business
- Following up and through

Title: What's a Website For Anyway?

If you launched your website a year ago, sorry, but it's already outdated. A website is a critical tool to communicate culture, leadership, knowledge, innovation and competitiveness...in many cost-effective ways. If your firm is still thinking of it as a brochure or company newsletter, you're missing the boat. Before you get overwhelmed, though, attend this presentation to learn:

- The critical components to a successful website
- Simple ways to leverage your site and attract prospects and recruits
- Why websites need excellent and fresh content
- Who is really looking at you online

Title: Your Online Brand 2.0

You might be struggling to get people to use the right stationery, let alone convince them that online branding is important. Whether you like it or not, people are searching for and finding you online. What your online tools (or lack of them) communicate can impact new opportunities and recruitment. In this presentation, find out how other firms are leveraging online marketing tools and how you can:

- Use these tools to make your job easier
- Strategize marketing that integrates online opportunities
- Introduce training options that support buy-in
- Tap the right sources to support online marketing

Public Relations

Title: Entering the Niche Market

Level: Intermediate

Objectives: Participants will be able to confidently assess and enter niche markets

Legal marketing is making a big switch from an emphasis on the firm services to specific client market needs. You now need to be able to effectively focus your personal and brand marketing strategies on niche markets. We have opened several niches and used to run several trade associations that were prime targets for professional niche marketing. We know what works and what does not. This workshop will provide you with best practices in:

- Identifying profitable niche markets
- Finding out which firms are ahead of you in niche marketing
- Leveraging your current relationships and clients to move powerfully into a niche
- Mapping industry associations effectively (as opposed to just joining) to create much bigger results quickly

- Using PR strategies within your niche to build expertise and recognition
- Tailor your niche marketing plans so your attorneys are grateful

Title: Dominating the Niche Market

Level: Intermediate / Advanced

Objectives: Participants will have all the tools to dominate their chosen niche markets

Your firm is known for expertise in a certain niche, along with several others. What does it take to be the clear leader? How do you set yourselves up to own the niche? Having worked both in creating niche leadership and in directing the trade associations where this often takes place, we will show you how to:

- Move ahead of the pack
- Define your competitive differences and shout them out
- Use guerrilla PR to be the most visible
- Pick your sponsorships and advertising plan to spend wisely
- Speaking, writing and being “the go-to”
- Create a niche-winning team of attorneys

Title: Defining Your Competitive Differentiators

Level: Intermediate

Objective: You will clearly articulate your firm differences in a way the market can hear them

Every single law firm claims to offer excellent client service and a wide variety of expertise to serve their clients’ needs. These promises are no longer outstanding: they are the threshold of an experience clients demand. How can you talk about yourself and your firm in ways that really stand out as a clear differentiator? Wendy Nemitz will share with you:

- How to discern your firm’s key value differentiation. The answer is not “client service” or “client relationships.” Everyone claims that.
- Using an outside secret shopper to define your firm experience.
- The art of listening: knowing what really matters to clients and to prospects, not what you think matters.
- Field research: what actual clients say matters to them in the firm selection and retention processes.

Title: Media Darlings: Secrets of Successful Niche PR

Level: Basic to Intermediate

Objectives: Participants will be able to obtain high ROI with niche PR efforts.

Professional service firms are new to the public relations game. Many still believe that significant PR should come from new hires, an anniversary or merger. Unless you are a Fortune 500 company — and even then — the media will yawn at this kind of news. The mistake is thinking the Wall Street Journal or CNN is your PR goal. What you really need is an angle that emphasizes a trend or information that people in your target industry can use, then deliver it like a journalist.

This presentation will address the process of becoming a professional resource or media darling in your target market and niche industries. Focus points will include how to:

- Connect with editors and reporters
- Discern the “right” media for your message
- Identify firm “experts”
- Develop a winning PR plan
- Slam dunk pitches
- Become a media darling

At the completion of the program the participants will be able to obtain high ROI with niche PR efforts.

Title: Nimble PR: Website, idea releases and media relations:

Using your website, idea releases and media relations tactics to be all over your local press

Sending out a press release just does not work well anymore. If you want to be “seen” all over, you have to use newer, faster and more nimble ways to get your information to the media. This workshop will cover:

- Setting up a website that reporters love – and can find
- Maximizing your media on your website
- Using your “ideation” to send quick ideas to busy reporters and getting your stories placed
- Using ghostwriters to make you look smart
- Building relationships based on results
- The busy, harried “1000 emails per day” life of a reporter and how to make yourself invaluable
- How to be a big player in trade and niche media

Title: Holy Crisis Communications, Batman! - Managing Crisis: Large and Small

For most firms a large crisis will never strike, but a series of small issues and gaffes in the media can wear away at the foundation of your public image. In this session we’ll look at examples of sudden, large crisis, but also at the smaller mistakes that trip up firms looking to expand their media presence.

Attendees will learn how to create a crisis communications plan that covers major emergencies from clients receiving negative press to being trashed in the media by a former partner or disgruntled client. We will also look at how to deal with a crisis in the life of a partner and minimize its impact on the firm. You’ll learn the components of a successful plan as we walk you through a sample crisis communications plan.

In addition, this session will address small crisis and common media mistakes. You might never have a client with a high-profile media disaster, but what do you do when an off-hand remark at a public event finds its way into the press and upsets your client base? We’ll look at creating sections of your crisis communication plan that help you navigate these kinds of smaller, potentially damaging crises as well.

By the end of this session you'll have an increased comfort level in handling negative issues in the media, the basic steps to create a crisis communication plan and fundamentals of handling a public crisis.

- Create a crisis communications plan
- Learn the components of a successful plan by walking through a sample crisis communications plan
- Look at small and large crisis emergencies that trip firms looking to expand their media presence
- Learn common media mistakes
- Increase comfort level in handling negative issues in the media

Title: Virtual Fame: How the Internet is Challenging the Rules of PR

You still need to build rapport with the media and you still need to offer newsworthy ideas about your company. But the nature of public relations today in terms of who IS the media and how you deliver your ideas and knowledge has radically changed.

Attendees will explore the seemingly endless online opportunities to promote the knowledge of their firms and how to build a successful PR plan around both traditional and Internet-based media. They will learn why this strategy is important even if their market is local, why some of the old rules no longer apply and how to adopt some of the new rules.

From social networking strategies to creating your own media archive of podcasts and videos to the small and cost-effective ways that everyone in your firm can contribute to PR — a few minutes a day — attendees will understand the bottom line benefits of virtual fame.

Be able to:

- Understand why some of the old PR rules are no longer relevant or effective
- Leverage the Internet as a powerful PR tool – even if their market is local
- Integrate online PR strategies with traditional public relations.

Business Development

Title: Market Yourself Online: LinkedIn and Other Social Networks

In online professional networks today you are either “LinkedIn” or you are out. We all know the slang, “It is not what you know. It’s who you know,” or who you get to know. With so many online networks, how do you choose which network is right for you?

Learn about the most popular networking sites such as LinkedIn and Facebook and what sets online social networking sites apart. Attendees will learn what they should expect from online communities, why they are useful and best practices in getting the most out of their membership. Help coach your attorneys to effectively use these sites as powerful networking tools.

- Become familiar with online social networking sites
- Leverage online social networking resources
- Best practices for posting information

Title: Face It & Link In: The New Frontier of Prospecting

Presenter: Wendy Nemitz & Dawn Wagenaar

It's not just for teens anymore. Your competitors are posting profiles on social networking sites like Facebook and LinkedIn. For prospecting as well as recruiting, learn the value of social networking tools and how to incorporate them sensibly into your business development strategy. Brush up on etiquette skills as well as positioning strategies that support your brand and build contacts in this evolving medium. Get tips and ideas from a millennial power user!

- Learn the value of social networking tools
- Know how to incorporate them into your business development strategy
- Walk away with etiquette skills and positioning strategies

Title: How to Create Effective Relationships with Consultants

Level: Intermediate

Even the best marketing directors know they cannot do everything. Between market research, CRM, branding, business development, sales training and all the other talents required, sometimes you just need another good mind or different talents. Dawn and Wendy will create a panel of local consultants to help you:

- Decide when and if you should hire a consultant
- Ask good screening questions and decide on qualifications
- Find a perfect fit of knowledge and experience
- Create an engagement agreement that works
- Price shop and compare different services
- Ditch an engagement that is not working
- Position your consultant to succeed in your firm

Professionalism & Personal Development

Title: Presentation You

Level: Beginner - Advanced

Nothing creates a connection with a group more than a polished and persuasive speaker. Whether you are persuading people to get behind your ideas, persuading prospects to buy your services or persuading clients to heed your advice, who you are as a presenter matters. International speaker Wendy Nemitz will share her advice about:

- The power of authenticity: Being yourself, only bigger.
- A case of the jitters: Nerves only mean you care.

- Using tools: How PowerPoint ruined connection.
- Adult learning: It does not matter what you teach, it matters what they learn.
- Structuring presentations that win.

Title: A Seat at the Table: Ways Marketing Professionals Can Gain Real Power and Influence

Level: Intermediate to Advanced

Your credibility is on the line almost every day. But you are too busy to build it.

In the whirlwind of all marketing professionals do in a firm, there are a few things that will bring you recognition and respect quickly. Instead of doing all the tasks that are on fire, we will help you focus on the things that give you a seat at the table. In this interactive session, participants will be able to share what has worked for them as well as learn from the collected knowledge of dozens of marketing people in professional services firms who have either succeeded or not, based on where they focused their time and attention.

Title: Association Impact

Level: Basic to Intermediate

Lots of firms say they are members of trade and industry associations, but membership alone rarely makes an impact on the bottom line. In this training, learn some effective strategies for leveraging association memberships into powerful referrals, influence and credibility within a target niche or industry. Understand how following a progressive roadmap of participation and public relations in the right association circles can lead to more business success.

Title: Top Dogs Communications Skills

Body language sets up about 85% of the context of how people receive your communications. If you work with dominating people or want to be perceived as more powerful, find out about Top Dog body language and verbal skills.

Learn about:

- Know the difference between dominant and submissive body language
- Send an “I am in charge” message
- Disarm dominators who try to wrest control away from you
- Understand verbal hedges and tags that keep you out of the driver’s seat
- Uncover messages others send
- Mask feelings and signals