

# CHEMISTRY OF COMMUNICATION FOR LEADERS



## Robyn Hatcher

As a former actor who's starred in hundreds of TV & radio commercials, training videos and episodic television shows, Robyn knows what it takes to deliver on-camera content. All of her programs are equally as engaging and impactful in a virtual format.

"91% of recently surveyed employees think their leaders lack communication skills"  
Interact/Harris Poll

### **Are you one of them?**

You may have seniority and be a terrific subject matter expert, but if your direct reports don't take direction; if your colleagues are still clueless and your prospects are still suspect; collaboration, morale, & productivity will suffer.

As a leader, you can only make an impact if you are listened to and understood.

Communication is like Chemistry, you need to mix together the right elements in order to get successful results.

Learn to consistently engage and persuade direct reports, prospects and clients with Robyn's powerful strategies and brain science insights.

### **Attendees learn to:**

- Gain trust and understanding to increase buy-in.
- Respond assertively yet empathetically to objections and challenging personalities.
- Give even the toughest feedback without pushback.
- Transform unpopular, complex data into relatable content and powerful stories.
- Use brain-based strategies to dissolve communication barriers.

### **This program is perfect for:**

- Emerging Leaders, New Managers, Team Leaders, Entrepreneurs.
- Anyone whose success depends on speaking up and being heard.

**Not good for: People who are happy with an unengaged, unproductive workforce.**

# COPING, CONNECTING & COMMUNICATING

## TECHNIQUES AND STRATEGIES FOR TIMES OF CRISIS



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### Overview

We've heard these times called - surreal, unprecedented, crazy and more! And yes, it's true! So how do we cope and continue to stay connected while sheltering in and working from home. Communicating well and effectively is important under any circumstances and this is no different. This interactive webinar will give participants practical techniques and strategies to help manage their stress, connections and communication style.

### Learning Objectives:

- Techniques to reduce stress and self-reflect
- Ideas to create and maintain connections
- Ways to make your communication as engaging and impactful online as offline

# STOP PRESENTING!! START ENGAGING!



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One of the most effective marketing tools available is the ability to slay a presentation whether on a stage, at a meeting or in 1-1 conversation. But many presentations bore listeners to tears and expose the speaker's fears.

It doesn't have to be that way! Learn how to engage your listeners emotionally, through use of story, expertly designed content, persuasive body language and powerful vocal tone. Learn how to become fearless and confident standing in front of crowds of any size. Become that leader who generates a powerful buzz and catapults your business to success.

### After this program you will:

- Have **irresistible stage presence**.
- **Command a room** with the power of your voice
- Write **engaging scripts** for (sales pitches, value propositions, PowerPoint presentations).
- Discover your Communication Style AKA - ActorType\* and step into the **role that works for you**.

### Perfect for:

- Thought Leaders who need to **lead change**.
- Emerging leaders who need to **command respect**.
- Anyone who needs to stand in front of 1-10,000 people and speak.
- **NOT GOOD FOR:** People who are convinced that fear of public speaking is incurable.

\*ActorType is Robyn's proprietary communication style assessment tool from her book, Standing Ovation Presentations.

**Format: 45-60 Minute Keynote, 2-hour breakout**

# FROM INVISIBLE TO INVALUABLE

GET SEEN, GET HEARD, GET AHEAD



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“Employees who feel their voice is heard are 4.6 times more likely to feel empowered and perform their best work.” - Forbes

No matter how incredibly skilled you are, if you don't speak up; your managers mis-read you and your colleagues don't collaborate; recognition, advancement and job security may elude you.

Turn high-potential into high-performance. Learn to engage diverse communication styles, improve nonverbal skills and create better rapport.

This highly interactive program helps you identify qualities that set you apart and helps you become confident in owning and sharing your skills and expertise. You will get actionable techniques for engaging diverse communication styles, improving nonverbal skills and creating better rapport. How you are perceived is how you are received which impacts what you can achieve. You will discover how to influence how you are perceived so that you can achieve more.

### Learning Objectives:

- Identify the specific skills and qualities that make you invaluable.
- Learn and leverage different communication styles to create communication that connects.
- Discover specific communication techniques to avoid misunderstandings that can impact collaboration.
- Learn listening skills to improve rapport.
- Discover non-verbal techniques to help you command a room and engage listeners.

### Good for:

- Emerging leaders, middle managers
- Technical Professionals - Engineers, IT professionals, Scientists, analysts

# KEYNOTE KARAOKE



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Your attendees just sat through two days, three days, eight hours of content.

Why not send them off with a bang? Robyn's signature Keynote Karaoke presentation enhances learning and engagement and leaves attendees energized and motivated.

### **Robyn will:**

- Explore themes covered at your conference or meeting.
- Develop a playlist that mirrors those themes.
- Bring attendees on stage to share what they've learned and sing and dance along to the playlist.
- Expand on conference learnings to make them stick

A real energizing and crowd-pleasing experience. And a great way to ensure attendees remember their conference experience.

**Can also work as an Opening Keynote to excite attendees around a theme.**

"Scientists have found that music stimulates more parts of the brain than any other human function." - The Power of Music, Elena Mannes

Music can help in many aspects of the brain, including pain reduction, stress relief, memory, and brain injuries.

# OWN IT WHILE YOU HONE IT

RELEASE OLD ROLES, ENVISION A NEW REALITY, LEARN TO SHINE



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Stop faking it till you make it! (Nobody likes a fake) Own it while you hone it! Robyn believes we all have what it takes to shine bright and she is an expert at inspiring you to find your north star. There's significant research proving the way we think affects our reality. But many of us have a hard time imagining how things could be different. Sharing brain science insights and lessons learned through her own journey, Robyn motivates attendees to strip off roles that have been constricting growth, re-envision their story and embrace a new reality so they become top performers and valuable contributors.

### **Attendees will:**

- Recognize and unlock significant value in themselves, their work and their experiences.
- Become more engaged, fulfilled and empowered contributors.
- Develop increased self-esteem and executive presence.

Book this inspirational, informational program that will inspire, inform and transform your audiences.

### **This program is perfect for:**

- Middle managers looking to advance
- Women and youth groups
- Anyone who needs to step into their greatness.

**NOT GOOD FOR:** People with a fixed mindset

**Format: 45-60 Keynote**