



## Popular presentation and workshop topics

### **How to Harness the Power of Storytelling to Make a Personal Connection**

We now have countless technologies and ways to share information, yet the age-old tool of storytelling is still the best way to make a personal connection so people tune in and understand what you're saying. Storytelling is a powerful tool to use in presentations, meetings, one-on-one conversations and other communications.

Too often we focus on **what I think** is important, **what I want** people to know instead of taking the time to understand the other person's needs and interests, and craft messaging that connects to them, not you.

Cynthia draws upon her 25+ years of public relations experience to help people use storytelling to breakdown walls, make a personal connection and be heard. She has given this presentation and delivered workshops to organizations across North America, ranging from healthcare, education, non-profit, government and corporate clients, adapting to meet the unique needs of the audience.

### **Takeaways**

Participants will learn:

- How storytelling changes the way our brain processes and connects with information
- The elements of an impactful story
- The role of emotions and facts to help ensure different personality types make a connection
- How to integrate storytelling to improve your communications style (in both your professional and personal life)
- To share their stories with confidence

Participants will also leave with worksheet and e-book to help in story development and implement their learnings.

### **Delivery options**

- 1-hour presentation (keynote presentation, no group discussion)
  - NOTE: This can be modified to meet time requirements (ex. 45 to 90 minutes)
- 3-hour workshop (small group discussion exercises allowing for peer learnings)

[Video overview](#)

E-resource – [5 Tips for Impactful Storytelling](#)

## **How to Manage Crisis Communications**

A crisis can happen at any time, throwing an organization into a tailspin. How you communicate to your internal and external audiences is key to limiting the severity, impact and duration of the crisis. It can also make the difference of protecting your reputation or having your reputation destroyed.

Cynthia breaks down the elements of a crisis – pre (planning), during (managing the crisis) and post (lessons learned), walking through the role of communications at each step. Learn how to prepare, take control and ensure lessons learned are implemented to help your organization plan for the next event. Don't let a crisis be the first time you think about your response, resulting in confusion and mixed messages.

### **Takeaways**

Participants will learn:

- The importance and elements of crisis communications planning
- Common pitfalls to avoid at all stages of a crisis
- How to respond with a cool head and proactive strategy when a crisis hits

Participants will also leave with an e-book summarizing the content covered to help implement their learnings.

### **Delivery options**

- 1-hour presentation (keynote presentation, no group discussion)
  - NOTE: This can be modified to meet time requirements (ex. 45 to 90 minutes)
- 3-hour workshop (small group discussion exercises allowing for peer learnings)

### **[Video overview](#)**

E-resource – [5 Steps to Communicating in a Crisis](#)

## **How to Tell Your Story and Advocate for Change**

We all have a story to tell, but too often the emotions, fear or frustration gets in the way of sharing our story and advocating for change. Cynthia draws upon her 25+ year career working in public relations as well as her personal experience advocating for a child and sibling with disabilities. She's living this journey and knows the importance of advocacy.

Cynthia shares the power of speaking your truth and sharing your story – helping people understand that small actions can make big changes. While there tends to be much focus on large advocacy activities, she's found the biggest impact can come by simply sharing your story. You never know who is listening and where it will go – the power of the ripple effect.

### **Takeaways**

Participants will learn:

- How to prepare for conversations and structure their story in advance
- Practical tips and techniques to advocate for change that aren't overwhelming
- How to share their story with confidence

Participants will also leave with a worksheet and e-book to help in story development and implement their learnings.

### **Delivery options**

- 1-hour presentation (keynote presentation, no group discussion)
  - NOTE: This can be modified to meet time requirements (ex. 45 to 90 minutes)
- 3-hour workshop (small group discussion exercises allowing for peer learnings)

E-resource – [5 Ways to Strengthen Your Advocacy Skills](#)  
[Video overview](#)

### **How to Communicate for Success**

We all want to have our voice heard and create a positive connection with others. In this interactive presentation/workshop, we'll explore practical ways to strengthen your communications skills at work as well as with friends and family.

It starts with understanding how to adjust your communications style to meet the needs of your audience (based on their personality, interest and ability to process what you're saying). From there, we'll look at how to clear on your message, understand the role of emotions and facts, have a clear call to action and finally, the importance of body language.

### **Takeaways**

Participants will learn:

- The different four personality types (yours and others)
- Importance of having a curiosity mindset to avoid judgement or assumptions
- How to prepare for a conversation, being clear on your message while adjusting to meet the needs of the personality types
- Practical tips and resources while gaining the clarity and confidence to communicate for success

Participants will also leave with a worksheet and e-book to help prepare for conversations and implement their learnings.

### **Delivery options**

- 1-hour presentation (keynote presentation, no group discussion)
  - NOTE: This can be modified to meet time requirements (ex. 45 to 90 minutes)
- 3-hour workshop (small group discussion exercises allowing for peer learnings)

E-resource – [Business communications e-book](#)

## **How to Present Like a Pro**

With over 75% of people having a fear of public speaking, it's no wonder many struggle to create engaging presentations. Reading from slides filled with lots of information is more comfortable for many people. The problem – it results in boring presentations with a tuned-out audience.

Cynthia helps participants feel more confident, prepared and focused when presenting. We'll discuss how to create presentations that connect with your audience, how much information is too much and the role of storytelling. Other areas covered include an understanding of body language, best use of Power Point, as well as active listening skills.

### **Takeaways**

Participants will learn:

- A deeper understanding of how to develop impactful presentations
- Awareness of their personal presentation style and challenges
- How to feel more confident, prepared and focused when presenting

Participants will also leave with a worksheet and e-book to help create impactful presentations and implement their learnings.

### **Delivery options**

- 1-hour presentation (keynote presentation, no group discussion)
  - NOTE: This can be modified to meet time requirements (ex. 45 to 90 minutes)
- 3-hour workshop (small group discussion exercises allowing for peer learnings)

E-resource – [4 Tips for Going from Boring to Impactful Presentations](#)

### **Video overview**

## **Media Relations 101**

While many organizations seek media coverage, few have a clear plan or understanding of how to work with the media. As a former journalist and newspaper editor, Cynthia shares insights on how to share stories that will actually get picked up and give interviews that make people tune-in.

Cynthia helps people gain the skills and confidence to work with the media, pitch stories and conduct impactful media interviews. Content covered includes an overview of media relations (who are the media, what interests them), understanding key messaging, how to pitch to the media, interview techniques as well as responding to difficult questions. We will also look at what makes an interesting story, making the human connection.

### **Takeaways**

Participants will learn:

- The role of the media as well as their role in representing their organization
- The skills and techniques needed to give impactful interviews
- How to share stories with the media that cut through the noise and will be heard

Participants will also leave with an e-book summarizing content covered to help them implement their learnings.

### **Delivery options**

- 1-hour presentation (keynote presentation, no group discussion)
  - NOTE: This can be modified to meet time requirements (ex. 45 to 90 minutes)
- 3-hour workshop (small group discussion exercises allowing for peer learnings)

E-resource – [How to Prepare for a Media Interview](#)

[Video overview](#)

### **Additional topics**

Other presentations and workshops are available by contacting Cynthia directly. Browse [popular topics](#) or have a customized presentation/workshop developed to meet the needs of your organization.