



# Look Back 2021

# Welcome

to the Bravo cc 2021 Look Book! In the spirit of the fashion industry, our annual Look Book “serves all the hottest looks” in communication and leadership development.

No matter your industry, profession, or business model—your communication will determine your success story. It makes sense then to invest time, money, and resources to master how you communicate and lead.

Our team is committed to bringing you relevant and game changing content that lets you be a confident communicator and leader, coffee is optional but highly recommended too.

No matter the topic you choose, we educate you with content based on the research, liberate you from dead end practices that are holding you back, and entertain you because learning should be fun.

Now, read on to see what we offer.

## Libby Spears

Founder, Bravo cc | Educate, Liberate, Entertain



# Keynotes

## **SIGNATURE KEYNOTE: WHAT'S YOUR PLAN BE?** How a Cup of Coffee and Conversation Changed My Life

Grande Vanilla Latte. That's my order. I drink coffee every day and I love to have a chat with a friend while I get my daily dose of caffeine. Ten years ago, over coffee, a question emerged that changed my life. "What's Your Plan Be?" came to me at the right time—I was building a business and feeling a little frustration with clients who couldn't figure out who they wanted to be! After a week of brainstorming, the question became a program and over time a philosophy. I applied it to my business, using Plan Be to focus on what this business would be. I passed Plan Be on to my clients, utilizing a series of activities to "find Plan Be" and came to understand Plan Be leads to an authentic sense of **PURPOSE, POWER, AND POTENTIAL**. In 2017, through a series of UNPLANNED events, I was called to apply Plan Be to my personal life. Little did I know in 2010, Plan Be came to get me ready for the hard stuff—you know the hard stuff right? Its all that junk that rises to the surface to challenge us and see what we are made of. Delivered in a number of packages—job loss! divorce! health crisis! It rarely has a bow on top of it. Plan Be is about who you are when things are great and who you are when things royally stink. That is the measure of being. In this keynote you learn the origin story of Plan Be, how to change your mindset from doing to being, the philosophy of Plan Be (Roots and Wings), and participate in a Plan Be activity to get you started. You leave ready to Name it! Claim it! and Live it! **\*Add the Book to your event for a takeaway for attendees. See p. 6 for information.**

## **MEET ME AROUND THE CAMPFIRE:** Leaders Tell Stories to Engage, Motivate, & Inspire

Leadership is about getting people to act on a vision, idea, or mission. How do you do that? Many leaders take the tired and worn out PowerPoint path, using slides overflowing with charts, graphs, and data points, all rendered in 12 point font, to try to inspire action. But rarely does an audience experience an emotional reaction to the latest quarterly earnings statement. **It is STORY that moves people.** GREAT leaders tell POWERFUL stories, the kind that make sense of the data and illuminate the facts, figures, and statistics in a way that an audience is moved to ACTION. In this keynote, I share the SEVEN stories every leader must master, common mistakes made in storytelling, and ideas for how to USE story in an intentional and honest way. In a noisy, crowded, and competitive marketplace, your story will be the way you stand out. Learn how to do it right. Effective storytelling recruits talent, retains talent, makes sense of chaos during times of disruption, positions you in a crowded and competitive marketplace, wins new customers and clients, and keeps the ones you have. Don't miss the chance to improve your storytelling skills and meet me around the campfire. I'll bring the knowledge, you bring the hot dogs and fixings for s'mores.

# Keynotes

## WHAT DO YOU BRING TO THE TABLE? A Plan Be Talk

Toll House Pie, Chicken and Dumplings, Homemade cheese rolls. Everyone in my family brought something to the table except me. This unexpected realization prompted me to figure out what the heck I could bring to the table the next time I was with my family. I chose wisely: Chicken Salad and Quiche. The two things my daughters actually request of me (I am not known for my cooking....) I quietly added both to the buffet style lunch laid out one summer day and watched as the chicken salad disappeared and the quiche was consumed in the blink of an eye. The next day my niece asked, "Who brought that chicken salad? Oh my gosh it's the best I have ever had." It was me! I was beaming with pride. Turned out everyone loved the quiche too and I was bombarded with requests for the recipe.

Beyond food, I love the visual of asking what do we bring to the table? Our talents, gifts, strengths, stories, experiences, and more offer our family, team, friends, and community the value add that we all need to be successful. There is a lot of talk at making room at the table and as Congresswoman Shirley Chisholm taught us, "If they don't give you a seat at the table, bring a folding chair..." **But what happens when you GET to the table? What value do you provide?**

In this fun and thought provoking keynote I show you how to answer the question on four levels:

What do **I** bring to the table? (**INDIVIDUAL**)

What do **WE** bring to the table? (**TEAM**)

What do **WE** bring to the table? (**ORGANIZATION**)

What do **WE** bring to the table? (**COMMUNITY**)

**The best part? Show and Tell.** Work with me in advance and we will choose FOUR people from the audience to come up and share—one for each level. Volunteers perfect their 60 to 90 second answer and share at your event. Your audience leaves energized, engaged, motivated, and maybe a little hungry for their mama's home cooking.

*\*I highly recommend this keynote for anyone in a service industry: hospitality, customer service, retail, healthcare, restaurant/hotel, etc. \*Includes a Bravo cc Printable for participants to take home.*

# Keynotes

## **DOIN' TIME IN THE PRINCIPALS OFFICE:** Leadership Lessons Learned from My Elementary School Principal

Ask any adult who knew me as a kid and I bet you a dollar to a donut the word BRAT will come up. I was a brat, so I hold no ill will toward their honesty. I am from the generation of corporal punishment at school. A paddling is what you had coming your way if you continuously misbehaved in the classroom. And despite how much time I spent in the office of my principal, Mr. Bill Roach, I came away with zero "licks." In fact, he never threatened to paddle me. Instead he took time with me. I talked and he listened. He did ask why I kept showing up in his office, but the truth is a child has little understanding of the why behind their behavior. To say the time spent in Mr. Roach's office was a God send would be an understatement.

The term **Emotional Intelligence** would not be coined until 1991 when it emerged from the world of psychology and slowly made its way into the mainstream. Mr. Roach was the ideal model of an emotionally intelligent leader well before EQ was on everyone's mind. And because of that, I am a better person. You know the impact a teacher can have on a child's development and life. My teachers were my angels. Mr. Roach was the head angel. We maintained our friendship until he died, tragically, in 2006. At his funeral, I had the (surreal) pleasure of reconnecting with ALL my elementary teachers as we celebrated the life of a man who changed so many kid's lives at Bowie Elementary. Today, as an adult, I understand Mr. Roach **MODELED REAL LEADERSHIP** and while it took years for it to fully bloom, he showed me what it looks like to BE a leader. He had a gentle approach and I like to believe he knew I wasn't a BAD kid, I was a kid that was bored and needed to be challenged. While I don't want to give away all the BIG lessons that came out of our friendship, I will tell you this: Every kid needs a Mr. Roach in their life.

In this fun and thought provoking keynote, I relay the **SEVEN leadership lessons I learned from Mr. Roach**. I hope to inspire and motivate, of course. More importantly, I share how you can use leadership to model lessons for those around you. After all, the job of the leader is to create new leaders. No matter your role, what you do matters. We all can show up as leaders.

Libby is by far the best speaker I've heard! She's engaging, charming, and witty! Her relatable personality opens you up and provides space for you to explore your motivation and ability!

*Joshua Tinsley*, **Texas Health Resources**

Libby's wit, insight and connection with the audience kept everyone in the room interested and engaged. Libby's topic: "Talking 'Bout My Generation" was highly relevant to all our members and her presentation was a huge success. Her treatment of it was funny, relevant, and full of energy.

*Marc Pfeiffer*, **GMIS International**

# Workshops

For the last 16 years, Bravo cc has brought HOT topics related to communication and leadership to the marketplace. We LISTEN to our clients and their needs and offer relevant content that is game changing. Every topic shares this goal: Be a confident communicator and leader. Why? Because we believe no matter your industry, title, or business model, **your success story is predicated on your ability to communicate and lead.** From basic communication skill development to building great teams, mastering public speaking and storytelling, and understanding how to lead others, we are committed to help you go from the knowing place to the being place.



Be a **COURAGEOUS** LEADER



Be a **CONFIDENT** COMMUNICATOR



Be a **CREATIVE** COLLABORATOR

## **Educate: We start with the research.**

Academic research is our foundation. Through the research we share easy to activate strategies you can implement with ease. Too many people struggle with making the shift from knowing to being. For example, "I know that a great presentation can seal the deal and win the work, but what does it look like for me to BE a confident public speaker?" This common conundrum illustrates the difference between knowing and being. We are all about the being because that is when things change.

## **Liberate: We meet you where you are at and release you from dead end practices that don't work.**

Everyone has different skill sets in communicating and leading. Utilizing our years of experience as speakers, facilitators, and coaches gives us the tools to work with you. Whether we are together at a conference, in a workshop setting, coaching one-on-one, or creating content for your organization, you will quickly see for yourself: We get it. We value listening before talking. We value empathy and vulnerability as learning tools. We value talking with and never talking at. This collaborative approach is going to be a breath of fresh air. Fresh air is good.

## **Entertain: We have fun because learning should be fun.**

We value having FUN. Yep, fun. Look—if work can be fun, then shouldn't we do everything we can to embrace the fun factor?



# Be a **COURAGEOUS** LEADER

## **THE HIGH EQ LEADER:** EQ trumps IQ, every time.

What is the #1 reason a leader derails? Lucky for us, the research answers the question definitively. Survey says: A LACK OF SELF AWARENESS. With more than three decades of research under the belt, we present the following: Your EQ will predict your success as a leader. Period. End of Sentence. But why? Learn the FOUR AREAS of EQ and why LEADERS must work diligently to master all four areas. RICH with science and plenty of AHA moments, The High EQ Leader may just be life changing. No joke. This will change how you think about leadership, how you do relationships, and it just might make family holidays easier too (but no guarantees, we haven't met your family!).

**Key Concepts Explored:** Emotional Intelligence, Self Awareness, Self Management, Social Awareness, Social Management, Leadership Success

## **THE CASE OF THE FROZEN FROG:** Adaptable Leadership during times of disruption.

During times of change and disruptions to the status quo, people do some crazy things! Take the Alaskan Tree Frog, a variety of frog that has freezes during the winter. This adaptation is what an evolutionary biologist calls an adaptation that allows the frog to do more than survive. He THRIVES in his harsh environment. Who are you during times of change? The research establishes that most change efforts in organizations fail and these failures can be traced back to leadership. Learn how to adapt during change, choose THRIVING over simple survival and step into courageous leadership. \*Workshop includes a Bravo cc Adaptable Leader Assessment.

**Key Concepts Explored:** Change Management, Change Leadership, Organizational Change

## **EINSTEIN MEETS PICASSO:** The Art + Science of MOTIVATING, ENGAGING and RECOGNIZING Your Team.

Drawing on decades of research from behavioral economists and our own work with clients to address this critical function of leadership, we present the business case for making motivating, engaging, and recognizing your team a top priority. Front of mind. A daily practice. Instead of an annual pat on the back, \$25 Amazon gift card, and a half hearted thank you accompanied by a lukewarm pizza and a liter of flat soda WHAT IF you made these three things a daily practice? Oh yes, what if! But you can. Learn what employees WANT from their leaders to motivate, engage, and recognize their hard work and efforts. Your efforts to apply what the SCIENCE says to the ART of being the kind of leader that takes this part of their job seriously will pay off. You will find your recruitment efforts get easier, you don't struggle to retain talent, and maybe, just maybe, you sleep better at night.

**Key Concepts Explored:** Engagement, Recruit Talent, Retain Talent, Intrinsic Motivation, External Motivation



# Be a **COURAGEOUS** LEADER

## **THE SECRET OF MY SUCCESS:** Live from Your STRENGTHS to find Purpose, Power, and Potential, A Clifton Strengths Workshop

"People who have the opportunity to focus on their strengths every day are six times as likely to be engaged in their jobs and more than three times as likely to report having an excellent quality of life in general." –Gallup

Your strengths are those talents that you inherently possess + the time, effort, energy, and resources you invest to grow that talents into a strength. Everyone has strengths, but far too often when you ask someone to tell you what they are, you get a blank stare. The genius of Strengths Finder (taken by nearly 18 MILLION people across the planet, according to Gallup) is that it offers a snapshot of your strengths using themes identified by Tom Rath and his team at Gallup. Now you can share your strengths and feel confident about what they are. The assessment reveals, a workshop activates. Knowing what your strengths are is just the start. Now you need a learning environment to make sense of the assessment and how to use it to your advantage. That's where the Bravo cc team comes into play—for more than 14 years we have walked groups through their Strengths Finder assessment, offering insights and ideas for how to best utilize the report. Not only will you benefit personally, you will see a deeper connection to your team emerge during the workshop. Get ready for aha moments as each team member shares their strengths. As the team shares, you will work through how to best function as a team and meet organizational goals by utilizing each person's strengths. **\*Client must purchase a copy of Strengths Based Leadership** by Tom Rath (available on Amazon) for each participant. Participants must complete the assessment in advance and bring to the workshop.

**Key Concepts Explored: Strengths, Leadership, Limitations v. Liabilities, 80/20 approach to development, Team Building, Strategic Planning**

## **PUT ME IN COACH:** Foster a Culture of Coaching

Most professional development happens in real time: on the job and with little time to prepare, we all find ourselves in situations where we have to step up and perform. As a leader, your job is to provide a LEARNING environment where every person on the team gets feedback, support, and the opportunity to grow and learn new things. Learn what COACHING IS (because let's be honest—this term gets thrown around enough that we have a pretty watered down idea of what coaching is), a COACHING MODEL you can use in any situation, HOW TO COACH your team members in a way that they are energized to try new things and build new skill sets. GREAT COACHES carry with them a fundamental belief that the job of the leader is to create new leaders. COACHING is how you get there.

**Key Concepts Explored: Coaching, The G.R.O.W Model for coaching, Mindset, Leadership, Goal Setting, Tough Conversations**



# Be a **COURAGEOUS** LEADER

## **THE IT FACTOR:** Executive Presence in a Crowded, Competitive, and Noisy Marketplace

Imagine you are invited to pitch on an episode of Shark Tank. What are you selling? YOU. Yep, you are selling you. Why would the sharks invest in you versus the other people waiting in the wings? Tongue Tied? We get it—given the chance to talk about ourselves we often default to any topic that is NOT about us. OK, what's the solution? First, it is OK to OWN that you are amazing, awesome, smart, and qualified. Here is what we know about Executive Presence—people judge EP based on their communication skills, how they look, and their gravitas (that's a fancy word for when people pay attention to you, take you seriously, respect you and want to follow your lead.) Learn how to step into YOUR EP and find YOUR IT FACTOR. Using easy to activate activities you will leave with a better understanding of what EP is and how to DO IT.

**Key Concepts Explored: Executive Presence, Communication, Gravitas**



# Be a **CONFIDENT** COMMUNICATOR

Our Captivating Public Speaking Offers are designed to create confident speakers who can give a talk anytime, anywhere, to any audience. We know that your ability to stand up and speak will give you a competitive advantage. We **specialize** in this area and take great pride in our approach to shaping great speakers.

Our offers can be delivered in a 1/2 day basic skills workshop, full day, and we offer a (3) day small group format workshop for professionals who want to take speaking seriously.

## **BEFORE YOU STAND UP AND SPEAK:** Plan, Prepare, & Practice BEFORE you Present.

The majority of speeches are mediocre, soon to be forgotten. A handful are terrible, cringeworthy experiences. Then there is a small percentage that are outstanding. The outstanding ones require a commitment to the planning, preparation, and practicing steps before even thinking about hitting the stage. Learn how to find an idea, build the content with amazing structure, and practice to build muscle memory.

## **STAND UP AND SPEAK:** You did the Work, now share Your Message!

This follow up to Before You Stand Up and Speak let's participants DO public speaking in real time. Using a variety of speaking experiences, participants give talks and get instant feedback. We discuss delivery in depth and identify "tics" that manifest and reveal anxiety.

## **NEED TO FOCUS ON A SPECIFIC CHALLENGE?**

Build Your Own Day/Experience and incorporate one or more of these topics:

- Team Presentation Training (how to do a team presentation)
- Mastering the Q&A
- Pitching to win work, Sales Presentations
- Slides that know their place
- Impromptu speaking
- Managing anxiety and nerves
- Keynote speaking



# Be a **CONFIDENT** COMMUNICATOR

One element of a great public speaker is their ability to use STORY to move their audience.

## **STORY LAB:** You Have a Story To Tell

The Story Lab experience is offered in **six modules** and available live and/or virtually. This a highly interactive experience and can accommodate up to 15 participants max.

Module 1: What does the research say?

Module 2: The elements of a GREAT story

Module 3: How to deliver a GREAT story

Module 4: Build Your Story Library

Module 5: Using Story to Make Sense of Data

Module 6: Tell Your Organizations Story

## **LEADERS TELL STORIES:** Seven Stories Every Leader Must Master

Confident leaders use story to connect and captivate their audience. As a leader, there are a handful of stories you must master, knowing that you will be called on to share them at any given time. In this full day working, we start out with the basics of storytelling. In the second half, leaders PRACTICE in real time, building their own personal story library with other participants.



# Be a **CREATIVE** COLLABORATOR

The Creative Collaborator series starts with our foundational team building experience. From there we offer experiences that explore other topics in greater depth.

**READY, SET, TEAM:** How to Build, Manage, and Lead a High Performance Team  
Teams that play together, stay together. In this fun and informative team building workshop, participants are introduced to the concept of the HPT—High Performance Team. Utilizing research from The Tavistock Institute, we learn the TEN fundamentals of great teams. Through the execution of intentional activities designed to REVEAL show each fundamental in real time, participants learn together.

## **NEED TO FOCUS ON A SPECIFIC CHALLENGE?**

Build Your Own Day/Experience and incorporate one or more of these topics:

- Creativity and Innovation
- Coaching: The Power of Peer-to-Peer Coaching
- Collaborating during times of change
- Building TRUST
- Accountability
- Conflict Management
- Diversity and Inclusion

# Leadership Launchpad

Sustained leadership programming is one of the best retention strategies you can invest in. Professionals tell us that professional development is one of the reasons they stay with their organization. This makes sense. Professionals know that they must continuously level up. In a competitive job market then, retaining talent should be a top priority. Our answer to keeping your talent is sustained leadership programming.

Our program, **Leadership Launchpad**, develops up-and-coming leaders in your organization. Ideally suited for the 5 to 10 year professional, this 9 month program provides a life changing experience for your high potential team members who show interest in becoming a leader in your organization.

The program includes SEVEN modules, and covers a wide variety of leadership development topics

- The Curious Leader
- The Courageous Leader
- The Connected Leader
- The Credible Leader
- The Creative Leader
- The Community Leader
- The Capstone Leader

**The ROI is clear** in the feedback we receive from program participants. Consider a few:

"Your experience, presence and knowledge is a vital piece to this program's success. You bring so much to the program—you are always yourself. Inspiring, witty and well-spoken is a given. But, your ability to expose and unnerve us (in a good way) aids us as we all overcome obstacles. Your ability to coach us along the way allows us to reap the largest gains imaginable. Thank you for that!"

*Melanie Smith*, **Engineer**

I just had my first public speaking panel at a Design show. I was soooo nervous before we started! I did all the things you taught us and I rocked it. Once I was up there, I was completely enjoying myself and not nervous. I thought I would have had stage fright with the stage and lights, but I didn't. A large group of people lined up to talk to me after too. Thanks again! I speak wonders about your program.

*Susan LaFluer*, **Interior Designer**

Learn more about this program with a phone call or email. We walk you through the program and customize to fit your short term and long term needs for your organization.

You can license "Leadership Launchpad" for your organization too and add train the trainer for every session.

\*For a one sheet on each of the seven modules, email for more information.

\*We recommend adding a coaching package to your program.

# Coaching

We are true believers in the power of professional and executive coaching. Professional coaching is a leading strategy for you to work through challenges, set goals, and tackle obstacles alongside a trained coach who can provide the tools you need to move forward, breakthrough, and reach a new level of success. Many people who work with a coach report positive changes in not only their professional life, but their personal life as well.

One of the common misconceptions about coaching is that it is therapy or counseling. This is not the case. While therapy and counseling both have value, coaching is distinct. While your coach may use common techniques derived from clinical psychology, coaching is **action-oriented and solution-oriented**. It is a **present to future endeavor** (whereas counseling and therapy are past to present focused).

To experience the positive outcomes that come from working with a Bravo cc coach, it is important to understand the relationship between you and your coach. This relationship is built on: Commitment to each other, mutual respect, empathy and vulnerability, a willingness to do hard work and at times you may feel uncomfortable in order to grow and reach a higher level of candor and transparency.

We recommend saving a percentage of your professional development budget for one-on-one coaching. You can only do so much in a workshop setting. The reality is the specific needs of one person may not be addressed in a workshop and there is a lost opportunity when that person leaves the classroom without anything of value.

Here are a few comments from clients who received coaching:

"I just finished my first call with my coach and it is the best conversation I have ever had."

"Wow! I didn't expect coaching to really make that big of a difference but it has been as good, and in some cases better, than our classroom time together!"

"I saw a real change in {Bob} after his coaching sessions. Thank you."

"I haven't cried in 30 years because I thought it made me weak. I cried in my first call with my coach. At first I was embarrassed but by the end I felt like I lost 20 pounds. I needed that more than I realized."

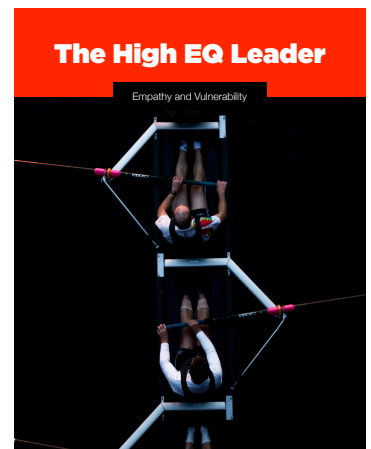
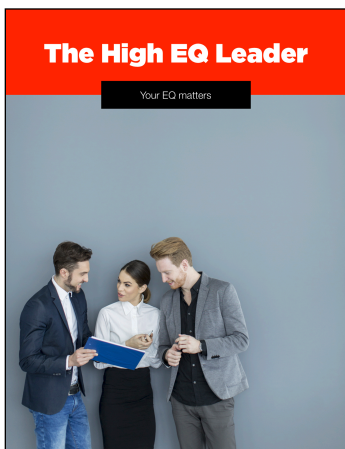
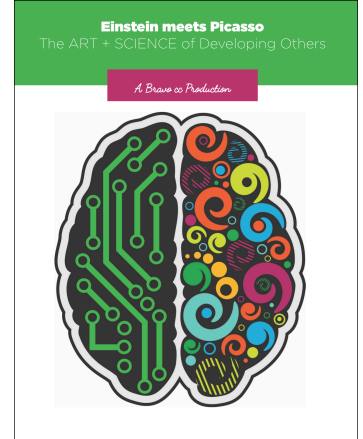
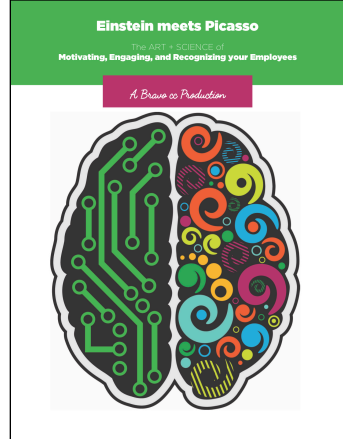
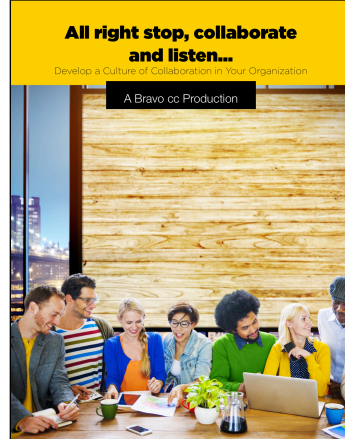
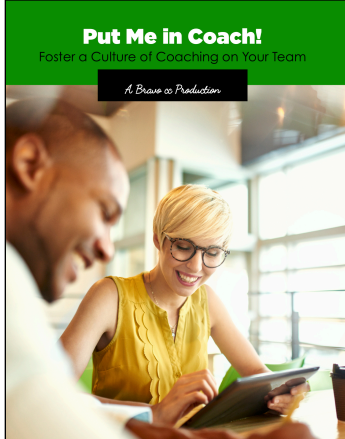
There are executive coaches who charge \$1500/hour. Now, pick your chin up off the ground and ask yourself why? Why would an organization pay that amount of money for their executive to have a conversation with a coach? Leadership is lonely. The higher you rise, the more disconnected you feel. You rarely get honest and forthright feedback (because you are in the power position) and who the heck is going to hold the leader accountable? Let's talk about an executive coaching package for your leaders (and it is worth mentioning: We don't charge \$1500 for a session).

# Purchase Our Content

If content is KING then great design is his QUEEN. At Bravo cc we do both exceptionally well. If you need to update your course offerings and want off-the-shelf participant guides, slide decks, and facilitator guides that are captivating and engaging—look no further. With your 12-month license you receive: Full Color Participant Handout, Bravo cc #Printables to reinforce learning, Activate List for Post Workshop Learning, Facilitator Guide, and PDF Slide Deck. Classes are designed to be 2 hours but can also be a half day workshop with activities.

Choose from:

- Put Me in Coach! Foster a Culture of Coaching on Your Team
- All Right Stop, Collaborate and Listen: Develop a Culture of Collaboration in your Organization
- Einstein Meets Picasso: The ART + SCIENCE of Motivating, Engaging, and Recognizing your Employees
- Einstein Meets Picasso: The ART + SCIENCE of Developing Others
- The High EQ Leader: Your EQ Matters
- The High EQ Leader: Self Awareness + Self Management
- The High EQ Leader: Social Awareness + Social Management



# Custom Content

Don't see what you are looking for? No problem. First—ALL of our topics are available for purchase. We can customize for your organization (so that it walks like, talks like, looks like all your other learning efforts AND reflects your organizations mission, vision, and values). **Want a topic we don't offer?** No problem. We do custom topic development for clients who want to build courses/programs that are "from scratch." If your topic falls under the umbrella of "communication and leadership" we can do it. And if you don't mind a little humble brag, we do it better than anyone else. Yikes. We said it. But here's the thing—we know how to LISTEN to YOU. We don't pre-fab our content and try to convince you it is custom either. No way. We follow a clear process developed over 16 years to bring your topic to life.

1. We start with a **strategic planning session** to "dream" about your course/program. This means getting stakeholders in the room and facilitating a conversation about your topic. We type really fast. Like lightning fast. We ask the right questions and we keep the conversation focused. We identify internal champions to work with the Bravo cc team to troubleshoot and answer questions over the life cycle of your course/program.
2. Next we develop a **detailed plan** for your course/program and send it to you to "get it blessed" before moving forward.
3. We are ready to ask, "**What does the research say?**" We start with a broad focus, looking for any and all academic research on the topic. Then we narrow our focus to your industry, profession, and your organization. We run internal surveys (as needed) to make sure we speak to the wants and needs of YOUR people.
4. The **development phase** comes next and this is where we build the content—Participant Guide, Facilitator Guide, Slide Deck, Narrated Slide Decks, Collateral Materials.
5. We **beta test** the course/program with a group in your organization. The Bravo cc team facilitates and you invite internal team members to do a "train the trainer." We meet with trainers after and go over the course/program, answering questions and taking good notes.
6. We **revise the content** based on the beta test and what we learned.
7. We **launch the program**. After, we give handshakes, hive fives, and hugs. We exchange friendship bracelets. We send the final invoice (we like to get paid!) and we wish each other well. But, we don't leave you high and dry. We will follow up 30, 60, and 90 days after your launch and make revisions to the content (up to 3 hours of work) as needed.

# Consulting

What is the difference between coaching and consulting? The distinction looks like this. Coaching is a process designed to lead you to find your own answers to your problem. Consulting is bringing in an expert and paying them to tell you what to do. As an outsider, I courageously ask hard questions and encourage conversations that push you out of your comfort zone in order to grow, transform, and lead. I have the spirit of a troublemaker and rule breaker, for the greater good. This makes for a great consultant.

I bring ideas from other organizations for your consideration. Survey our client list and you see we cover a wide footprint in terms of industry, profession, and business model. This is part of our competitive advantage. We are always learning and bringing new ideas to the table.

At Bravo cc we offer you a variety of consulting services. These include:

1. **Real Time Presentation Development.** We build your presentation, develop your slide deck, and practice with the you/the team to work in unison, like a beautifully synchronized swimming team.
2. **Change Communication Consulting.** Need to roll out a program or message that might be met with resistance? Yeah. That happens in every organization. Things change. How you communicate change is critical to the success of the change. The research is clear, 80% of change initiatives fail. You can't afford to be a part of that sad and depressing statistic. Let us show you how to do it RIGHT.
3. **Strategic Planning.** Not gonna lie: Strategic Planning is a beating. It is labor intensive, long, and mentally/physically/emotionally exhausting. In most cases, the team doesn't want to be there and many times they don't trust the process because the last strategic plan just evaporated into the ether, never to be seen again. Here's the deal—your organization must have a picture of the present and future and to do that you need to work with an OUTSIDE FACILITATOR who is not politically connected to the work. We have a (1) day, SEVEN STEP process to develop your strategic plan that builds in accountability and action from jump street. We don't leave you high and dry either. We build into the contract check ins over the next 12 months to discuss your progress, trouble shoot, and support your efforts.

## **"I have it on good authority we won't even make the medal ceremony."**

I chased this client for a while and my chance came on a Friday afternoon. "Can you come Monday and help us prep for our interview MONDAY AFTERNOON?" I had four hours to work on their 20 minute presentation TO WIN A \$20 MILLION DOLLAR CONTRACT. When I arrived I found a deck with 60 slides and the executive in charge told me "We don't stand a chance" I did my thing, TRANSFORMING their presentation in just four hours. When they left they had a cohesive and smart presentation with TEN SLIDES. The following day the executive was kind enough to include me on an email "Just got word from the client. We won!" This is the best kind of feeling, when something is on the line and you get the outcome you want. I understand how to help you transform your message to win the work.

I have a fantastic track record. Let's grab a coffee and talk more.

# Train the Trainer

Facilitation is both ART & SCIENCE. I have been facilitating communication and leadership topics for nearly 25 years! I love working with clients who value learning and invests in their people to level up their facilitation skills.

This four-day masterclass experience, **"The Peer-to-Peer Facilitator"**, from Bravo cc is for anyone who facilitates or wants to facilitate. You learn how to **write learning outcomes** for adult learners, **gather** the best content, **design** the participant guide, **create** the slide deck, and write a facilitator guide. You learn classroom strategies to **engage** any audience, how to **manage** and bring out the best in challenging participants, use **story** to connect data for better and deeper learning insights, **develop** activities to create experiential learning, as **implement** long term learning strategies and measure learning post workshop.

You leave with an ACTIVATE list of items to work on and practice too. Add a COACHING package and give each facilitator the chance to work one-on-one with a master Bravo cc coach to address their specific challenges and goals. In a coaching session, you review materials and your coach offers ideas and edits as well as provides feedback on your delivery style.

The course emphasizes:

1. Master facilitators have mastered the ART and the SCIENCE of learning.
2. The topics you choose and how you DESIGN content must account for how the human brain learns and takes in information.
3. Applying effective design principles exponentially increases LONG TERM learning and retention of information.
4. Talking with a group versus talking at them is a better strategy for learning. A talking with approach is an invitation to learn and acknowledges everyone in the room has their own insights, experiences, and ideas that can benefit the entire group.
5. People learn through doing. A classroom should incorporate discussion and activity along with traditional lecture for the perfect learning experience.
6. You can become a master facilitator with dedication and practice.
7. Learning can be fun. Learning should be fun.

## CORPORATE

JCPenney	Southwest Airlines
Dell	Stantec
Jacobs	Sabre Travel Network
Husch Blackwell	Alliance Data
Wells Fargo	Lockheed Martin
Denbury Oil and Gas	SRA Architects
Elbit Power Systems	DATCU Credit Union
Overhead Door	VLK Architects
CoServ Electric	Peterbilt Motors
City of Lewisville	Core Logic
Cunningham Architects	Brazos River Authority
Essilor International	Romark Logistics
Labinal Power Systems	Accenture
FCM Travel Solutions	Texas Mutual
PenTex Energy	Gamestop

## HEALTHCARE

HCA Dallas HCA Houston  
Texas Health Resources, Dallas  
Texas Health Resources, Plano  
Texas Health Resources, Rockwall  
Texas Health Resources Arlington  
TONE: Texas Organization of Nursing Executives  
Texas Health Harris Methodist Hospital  
Denton Regional Hospital  
National Perinatal Leadership Forum  
Atlanta Children's Hospital  
Oncology Nursing Society  
Doctors Hospital at Renaissance  
Nursing Management Congress  
National Dental Association

## EDUCATION

University of Texas, Arlington  
University of North Texas  
Brookhaven College  
Region 10 Celina ISD  
Gonzales ISD Terrell ISD  
Lubbock Cooper ISD  
McKinney Christian Academy  
Edgewood ISD

## CHAMBERS & ASSOCIATIONS

### National/International:

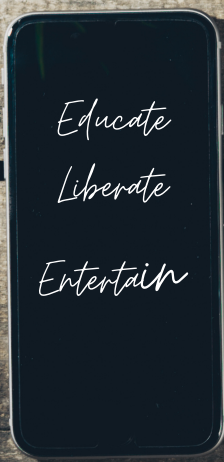
YPO United States  
YPO Australia  
YPO Canada  
National Chamber of Commerce  
GMIS International  
AILD: Association of International Lighting Designers  
APRO: Association of Rent to Own Owners  
IOM: Institute of Organization Management  
ACCE American Chamber of Commerce Executives  
Iowa Young Professionals

### Regional:

Texas Chamber of Commerce Executives  
Oklahoma Chamber of Commerce Executives  
Michigan Chamber of Commerce Executives  
MAKO Chamber of Commerce Executives: (Missouri, Arkansas, Kansas, Oklahoma)  
Carolinas Association of Chamber of Commerce Executives  
Alabama Chamber of Commerce Executives  
N. Carolina Chamber of Commerce Executives  
York County Regional Chamber of Commerce  
Fort Bend Regional Chamber of Commerce  
Texas Business Association  
Texas Association of Convention/Visitors Bureaus  
Pennsylvania Insurance Association  
Insurance Agents Association of Ohio  
MSSA

### Local:

Metrocrest Chamber of Commerce  
McKinney, Texas Chamber of Commerce  
Edmond, Oklahoma Chamber of Commerce  
North San Antonio, Texas Chamber of Commerce  
Colombia, Missouri Chamber of Commerce  
Little Rock, Arkansas Chamber of Commerce  
Plainview, Texas Chamber of Commerce  
SMPS: Society for Marketing Professional Services  
Fort Worth, Texas Chamber of Commerce  
Killeen, Texas Chamber of Commerce  
Holland, Michigan Chamber of Commerce  
Farmington, New Mexico Chamber of Commerce  
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Lubbock, Texas Chamber of Commerce



**BOOK YOUR DATE WITH BRAVO cc:**

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