



## CHARTWELL AGENCY SAMPLE TRAINING SESSION TOPICS

Chartwell Agency excels at helping you develop your most valuable asset – your people! Our sessions are fast-paced and interactive – no wallflowers allowed! Below is a sample of some of our most popular training session topics, and we are happy to customize sessions based on your unique needs.

Topic	Description
<b>Integrated Communication Strategies</b>	Websites, bulletins, Facebook, Twitter, direct mail, radio spots, digital advertising, media relations, direct mail...oh, my! Communicating throughout your organization – and to key external audiences – is more challenging than ever, especially given how diverse and varied preferences are among the target constituents. With limited resources, professional communicators need to use an integrated approach of owned, earned and paid strategies to get the most out of every opportunity. In this session, we will provide the information you need to understand your balance of owned, earned and paid media and the tools to create a roadmap that integrates your efforts and maximizes your reach.
<b>Critical Conversations</b>	When it matters most, the majority of us lack the skills and confidence to enter into a potentially difficult but meaningful conversation. As a result, we avoid the very situations most deserving of our time and attention. Develop your team's ability and comfort in identifying crucial conversations, entering into them, and getting the results needed.
<b>Diversity and Inclusion Training</b>	In a world that is demanding greater understanding and appreciation of those around us, organizations and businesses need to be tuned into the benefits and challenges of an inclusive and diverse workplace. In this session, we explore what it means to have a diverse workplace, steps to ensure inclusion and ways in which we are all susceptible to everyday, unconscious bias.
<b>Crisis Communication</b>	In a crisis situation, is your team prepared to share information quickly, effectively and consistently with all stakeholders? Understanding the crisis cycle, mastering crisis communication strategies, and being aware of common pitfalls will give your team the insight and confidence to respond to any crisis need.
<b>The Generation Gap</b>	We have four generations in the workplace together as diverse in their communication styles as they are in their management needs. Learn more about the preconceptions of the generations, important communication tactics for each and how to leverage generational differences for success.
<b>Building an Effective Team</b>	Teamwork is the number one capability valued by organizations today. Help your managers learn the skills necessary to build and maintain an effective, high-functioning team.

<b>Message Training</b>	Train your team on the meaning and intent behind your brand's message. Training provides insight into effective communication techniques, using brand messaging in real-world situations, and the importance of delivering on the brand promise.
<b>Media Training</b>	The art of the interview is just that, an art. Learn the rules of media relations, how to support your message and delivery techniques. Hone those new skills and then work through mock interview scenarios to perfect your delivery.
<b>Presentation Skills</b>	Learn the art of commanding the room – whether in front of two people or a packed auditorium.
<b>Positive Phrasing</b>	The way we interact with others – our ability to positively phrase situations and opportunities – is critical to our ability to influence change. Those that employ positive phrasing are more readily understood, perceived as influencers and rated as more capable.
<b>Personal Branding</b>	We know the power of a brand, but have you carefully considered and cultivated your personal brand. As professionals, your personal brand shares your strengths, capabilities, and to what you are uniquely positioned to contribute. This presentation walks through elements of personal branding and how you can take intentional control of shaping yours.
<b>Leveraging Your Leadership Style</b>	Do you know your leadership style? This session will outline common leadership archetypes and help you identify your leadership tendencies. Knowing your leadership style will help you build and manage a team more effectively and target opportunities for ongoing leadership development.
<b>The Art of the Fast Pitch</b>	Business professionals need to master the art of the “fast pitch,” selling an idea or product quickly and effectively. Learn to present new ideas and generate enthusiasm using fast pitch tips. Perfect for internal interactions as well as external networking.
<b>Living and Working In a ROWE</b>	What's it like when your company takes the leap and becomes a Results Only Work Environment ( <b>ROWE</b> )? Learn first-hand insight from an organization that recently became a ROWE and is seeing strong results and positive employee engagement.
<b>Kudos!</b>	Recognizing achievement in a timely, personal way builds rapport and strengthens relationships. This session will present ideas for sharing kudos for your team, with the community, and among industry peers.

<p><b>Delivering Inspiration</b></p>	<p>Getting, and keeping, others excited, engaged and inspired to perform requires that team members stay excited, engaged and inspired themselves. Learn to recharge your team to keep ideas fresh and energy high.</p>
<p><b>Social Media Strategies</b></p>	<p>Your organization’s digital presence is becoming an increasingly important vehicle for engaging with customers, building brand ambassadors and serving as the hub for digital advertising activity. Social media platforms, and your strategy for each platform, is a big part of a digital presence. Learn how to create, manage and take full advantage of all social media offers.</p>
<p><b>Evaluating Team Performance</b></p>	<p>As each year wraps up, teams revisit goals and measure collective performance. Remove the stress from evaluations by making the review process year-round, inclusive and a continual loop of feedback and improvement.</p>
<p><b>Know When To Fold ‘Em – The Strategic Science of Letting Go</b></p>	<p>As managers and leaders, we’ve all stayed in situations we knew were wrong for too long. This presentation walks through the brain science of why we hesitate to act and provides a framework for making those decisions quickly, effectively, and without the emotional drama.</p>
<p><b>Teambuilding</b></p>	<p>Recharge your team with a teambuilding session focused on strengthening the relationships between team members, establishing or reinforcing communication strategies and setting priorities to lay a foundation for future success. Our sessions are interactive, fast-paced and fun – no wallflowers allowed!</p>