



## Leadership Webinar Series

### Communication Training for Engineers

Increase your leadership presence and credibility by learning effective communication strategies  
Sign up for 1 or all!

All webinars held on Zoom meeting platform. Link will be sent the day before to all paid registrants

#### About the Presenter

#### Laura Camacho, MBA, PhD, PMP



Laura Mixon Camacho is a corporate strategist, trainer and culture fixer. She helps companies create a healthy culture with a better bottom line. A strong culture is one where everyone feels heard, understood and valued.

Her articles are regularly featured in several publications, including Forbes, The Southern C, Lionesses of Africa and now Training Industry.

Member of the Forbes Council of Coaches, Dr. Camacho was also named by *The Moultrie News* as a “Leading Woman in Business,” and was praised for “doing an amazing job of connecting ‘soft skills’ involving the head, the heart, with the nitty gritty technical, logical, analytical workplace we work in.”

She specializes in teaching highly analytical professionals how to communicate more effectively, including all sorts of engineers, finance executives, and scientists. Her many clients include Charleston Water Systems and the Society of Women Engineers.



## **Communication Fundamentals for Engineers**

**August 19, 2020 11am – 12 pm MT**

Members: \$99

Nonmembers: \$129

### **Earn 1 PDH**

In this one-hour webinar, you will learn communication strategies that will improve your leadership presence and presentation skills. Webinar includes interactive exercises and handouts.

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| <b>Communicate with Anyone!</b> | People have four basic orientations in their communication style: action, relationship, process or idea. Learn your particular communication style. We cover the communication process, top biases and blocks to communication and how to adapt your message to different audiences.   |
| <b>Be Heard</b>                 | Learn the career-changing fundamentals of selling yourself and your ideas. It's not what most people think. It's not puffery or grandstanding, but rather building trust and listening to others first. Learn what is involved in being considered indispensable and exactly how to craft a compelling statement.            |
| <b>Winning Presentations</b>    | Learn how to build an audience-centric message that the speaker personally relates to. The secret sauce to engaging presentations is connecting the dots between the topic, the speaker and the audience. We go through a template to help them craft a winning presentation that centers around a compelling point of view. |

**Register at: <https://dams.ussdams.org/event-3870888>**

Seats are limited. Registration not confirmed until paid



## Advanced Communication for Engineers

August 26, 2020 11am – 12pm

Members: \$99

Nonmembers: \$129

Earn 1 PDH

In this second, one-hour webinar, Laura Camacho PhD will expand on communication strategies that will improve your leadership presence, prepare for difficult conversations, and build your tribe. Webinar includes interactive exercises and handouts.

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| <b>Executive Presence for Online Meetings</b> | Your in-person executive presence does not automatically transfer to the virtual environment. Your team members and colleagues are looking to you to inspire trust and confidence through elevated executive presence in the virtual context that is now our "business next normal". Learn how to structure online interactions to build relationships and practice accountability. |
| <b>Prepare for Difficult Conversations</b>    | Winging a high-stakes conversation is actually dangerous. Preparing for a challenging conversation is the most important aspect of that conversation. Preparing the right way makes the whole conversation less stressful for everyone involved and increases the likelihood of favorable outcomes.   |
| <b>Build Your Tribe</b>                       | Your tribe is made up of the people who support you throughout your entire career. This content is specific to distributed/remote professionals. Make sure you have a diversified tribe of lamp bearers, possibilarians, cheerleaders, challengers and connectors. How to make memorable connections, especially for introverts and ambiverts.                                      |

**Register at:** <https://dams.ussdams.org/event-3871107>

Seats are limited. Registration not confirmed until paid



## Specialty Communication for Engineers

September 2, 2020 11am-12pm

Members: \$99

Nonmembers: \$129

### Earn 1 PDH

Are you prepared to respond in a crisis situation? Learn how to prepare your communication response, learn the 7 communication tools, and the business skill of likability. Webinar includes interactive exercises and handouts

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| <b>Crisis Communication</b>             | It all happens so fast. Your communication can change your company's fate with any unanticipated event that possibly disrupts daily operations. There is so much potential harm to the brand's reputation. Common crises include security breaches, product defects, negative press, or even a lawsuit. Learn how to prepare your communication response to any crisis.                      |
| <b>Culture-building Conversations</b>   | What internal conversations say about your company's culture. Dr. Camacho defines a healthy culture as one where everyone feels heard, understood, and valued. She shares 7 communication tools and 3 communication hats to help leaders improve communication in their spheres of influence.  |
| <b>The Business Skill of Likability</b> | Learn what makes people likable grow your business through elevated touchpoints. The skill of likability requires a level of self-confidence that allows you to focus on the other person. Research links likability to higher salaries and more frequent promotions. Become a more persuasive communicator through the skill of likability and learn how to coach your team to follow suit. |

**Register at:** <https://dams.ussdams.org/event-3871130>

Seats are limited. Registration not confirmed until paid