



# ABFI FAMILY LEADERSHIP SERIES

## DEVELOPING HIGH PERFORMERS OF SCREEN TECHNOLOGY

Date: April 26, 2022 Time: 11:30AM-1:00PM Cost: FREE Online Workshop

**FREE REGISTRATION**

### Description:

Employees: Driving the New Business Model for the Flexible Workplace

This third year of the pandemic saw the family business draw on its entrepreneurial spirit to weather yet another storm. Family leaders remained vigilant while seeking new perspectives on the challenges of a changing workforce. Remote workers, the hybrid environment, and distributed teams became prominent work-place phrases that represented deeper challenges to consider.

Company principals found themselves considering how to:

- Express their higher purpose to consumers who want a better world.
- Redesign their supply-chains to meet buyer demands.
- Present initiatives without the benefit of reading body language while in zoom meetings.

Virtual Communication Mastery presents best practices to:

- Keep employees from quitting their jobs.
- Build on critical soft skills to motivate and inspire stakeholders.
- Increase levels of engagement with facial and body dynamics for screens.
- Align the larger digital content strategy with your employees' voice.
- Identify strategies for authentic messaging through:
  - Video based demonstrations
  - Social audio
  - Personalized communications

### Learning Objectives:

- Actionable strategies to improve engagement, communication, and performance in your organization.
- Inspire appreciation for better relationships with employees – identified as intangible assets – to increases profits on the balance sheet.

## **Presented by:**



**Dr. Jeremy Lucabaugh**

An Industrial/Organizational Psychology Consultant and Communication/Negotiation Coach. He is also the founder of The Society of Evidence-Based Organizational Consulting (SEBOC),

Dr. Lucabaugh has served a variety of organizations, developing, and executing corporate leadership, onboarding, and critical communication programs, as well as employee engagement, culture, and time-management systems.

He also created statistics, research methods, leadership, psychology, and HR courses for both national and international clients.



**Thomas Bradshaw**

Executive trainer, corporate speaker, and university educator in voice, speech and presentation skills.

Tom holds degrees from York University MFA (Acting), Trinity College London, LTCL (Speech) as well as membership in VASTA (Voice and Speech Trainers Association) U.S.A. and STSD (Society of Teachers in Speech and Drama) U.K.

He instructed at the Canadian National Voice Intensive and completed the MFA (Voice and Speech) Teaching program at York University.



**Sharon MacLean**

Entrepreneurship, magazine publishing, and social marketing are the threads that weave throughout her business life.

Sharon positioned her magazine and its flagship special events online before selling the media enterprise to lead an online start-up for wellness experts. Her "Spidey-sense" identified the need for business to transition from traditional modes of communication to the virtual environment.

Sharon received an Inspiration Award in 2019 from the Universal Women's Network, Global Television's Woman of Vision Award, and a nomination for the YMCA's Woman of Distinction in Business.