



Example: Two-Day Training
With
Kathryn Crawford Wheat & Ronald Earl Wilsher

Day 1

Introduction and Motivation

- Mind Set – It all starts in your head
- 3 Simple Steps to Getting Anything You Want
- The Power of Focus & Gratitude

First Impressions

- Body Language – How it can work for or against you
- Power Poses
- Psychology of Color – How it affects you and your relationships

Interactive Role Playing with Body Language

Confidence & Fear – What's holding you back?

Energy Muscles

- Interactive - Put it to a test

3 Simple Steps to Branding

- Definition – What is Personal Branding?
- Examples of effective Personal Brands

- Why it's just as important as your corporate brand
- How to get started building your personal brand today

Networking

- How and Why
- Mindset
- Body Language in Networking
- Overcoming awkward moments
- Starting Conversations
- Ending Conversations
- What to do with all those business cards

Interactive Networking Role Playing

Etiquette

- Dining
- Appearance
- Greetings
- Phone

Q & A

What you don't know ...

Day 2

Negotiation Skills

Recovering from Mistakes

- Setting Proper Expectations
- Communication

Communication

- Text
- Email
- Phone
- Face-to-face

Email as a Marketing Tool

- Psychology of Email
- Marketing touches
- Mail Chimp

Social Media

- Psychology
- Etiquette
- Facebook
- Video
- YouTube
- Slideshare
- Instagram
- Twitter
- Apps

Record a Video, Take selfies, Tweet, Post

Public Speaking

- What is it
- Why you should embrace it
- How to get started
- Tips

Perseverance

- Why you shouldn't give up now

Q & A

Self Talk

- The kind of conversations you need to have

Custom packages are created for each business based on their individual needs.

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