



**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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