

GINA LONDON

LANGUAGE OF LEADERSHIP

**Speaking and Course Guide
2017**



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INTRODUCTION:

A New Age of Communications



Old-school communications had a lot in common with well, old schools. The old-school business protocol used to see executives behave like teachers and employees behave like students. It was the “Leadership by Right” principle. Leaders were leaders due to their titles. Their right. “Top-down” was the buzzword of the day.

But now business leaders lead through relationships and respect. Organizations are flatter. “Well-being in the work-place” is today’s catch-phrase. Competencies are not enough. As a leader, you must also know how to connect with and engage your audience. You must learn how to inspire. How to become a story-teller.

Gina London is an expert at helping leaders and organizations improve their communications. She knows how to bridge the old and the new.

Gina London teaches Communications skills and techniques that help leaders consider the expectations of their audience *before* crafting a presentation outline or setting a meeting’s agenda. That help spokespeople be outstanding when dealing with the media. That help executives prepare and be ready *before* a crisis hits.

It is not enough to simply “communicate.” You must have something compelling to say and say it in a way that impacts people right away. In today’s world of information overload, your information must rise above the white noise of everything else if you are to make a difference.

Gina London’s trains and speaks to help you strengthen relationships, reward innovation and earn respect – to add value and drive results.

The Gina London Difference

ABOUT GINA LONDON @THEGINALONDON

Gina London is a recognized international communications expert and author. An Emmy-award winning veteran CNN correspondent and anchor, she now speaks, trains and works with business professionals and other leaders around the globe.

She has trained thousands of executives and spokespeople from both the public and private sectors to communicate dynamically before any audience.

Gina London is a proven communications, campaign and media specialist who customizes each training session to your unique needs and goals to ensure you get tangible skills you can implement immediately.



- Sessions offer case-study and videos to better engage participants and improve learning and retention
- Sessions provide work-sheets and/or templates to enhance the training experience
- Many sessions involve Stand and Deliver rounds during which participants get to perform on-camera for real-time review and feedback
- Many sessions deploy Gina's impressive network of working journalism, business and marketing professionals to provide additional insight and help conduct mock-interviews and role play activities
- Each session is interactive, hands-on *and* fun!

Course and Speaking Areas

Whether you would like Gina to speak to your organization or conference or are interested in learning as an individual, small group, classroom or even a large conference of some 500 participants, Gina London provides customized keynotes, training and consulting in virtually every area of Communications.

For 2017, she is emphasizing the following main areas.



- **Presentation & Public Speaking**
- **Media Relations**
- **Executive Brand**
- **Crisis Communications**
- **Social Media**
- **Engaging Employees**

Presentation & Public Speaking

MODULES or SPEAKING TOPICS

1. Becoming Fearless

This interactive module helps you explore and understand the *genesis* behind nervousness. Whether a childhood stuttering problem or an embarrassing incident as an adult, each reason is legitimate and can be overcome with proper coaching. Learn powerful techniques and methods to overcome any problem.

2. Your Authentic Voice

On-camera role-playing helps you learn how to understand the importance of, and to develop your authentic voice. You will learn to be yourself, only better through proper preparation and authority. You will not need to adlib, but you will also not overly memorize, focusing on your unique perspective of concepts and points and your own influence.

3. What Every BODY is Saying

We are all communicating something ALL the time. The trick is to be aware what and how we are communicating through our posture, facial expressions and gestures. Discover how people read you *and* how you can read others through non-verbal communication and how you can change the negative things you may have not known you were “saying.”

4. Masterful Story-telling

Appropriate story-telling transforms you into a more dynamic and masterful presenter. Learn Gina London’s five-part “Star-Studded Story-telling Tips” to create compelling stories that illustrate points and make your messages “stick” with your audience.

5. The Audience is King (or Queen)

When presenting before a crowd or a small group, learn how and why you must examine the hopes, dreams and fears of your audience *before* you utter a word. This fundamental session is the foundation for communicating well and teaches each participant how to find their AIM through Stanford Business School’s AIM methodology.

6. How to Handle Q & A

Most presentations are followed by a question and answer time and most presenters dread this off-the-cuff moment. In this highly interactive session you will practice out-loud and on-camera as Gina London teaches you how to stay in control, remain graceful under pressure and keep even the most unwieldy audience oriented around the message you are trying to convey.

7. Death by PowerPoint

Nothing kills a presentation faster than boring text-heavy slides. Except maybe having someone literally read those slides out-loud to their audience. Too many presentations are guilty of both. Participants are required to submit a slide-deck they have recently spoken from or are currently preparing for his interactive session which will teach all the dos and important don'ts that go into preparing visual materials. Gina London will also introduce alternative presenting tools like E-maze, Prezi and Haiku-deck.

8. POWERFUL Presenting

Get real practice at quick and effective outlining and theming. Gina London leads you in exploring the seven fundamental methods for establishing rapport and attention with your audience. Also master how to conclude memorably and always leave your audience wanting more.

9. From the Stage to the Podium

Effective presentations often deploy drama to create highly engaging and memorable sessions. So Gina London leads you on a discovery of techniques from the craft of acting that will enhance your next speech. This session also will focus on best practices for using microphones, stage-size gestures and movements, and how to connect with very large audiences.

10. The 8 Secrets of Dynamic Presentations

How can you be fresh and compelling and still stay on message? Learn the secrets to the trade in this special master-level session.

Media Relations

MODULES

1. Message Development

Learn how to craft a message that is credible, authentic and stands apart from the overload of information the general public sifts through every day. This essential course can be tailored for participants who need fundamental messaging principals or experienced spokespeople who desire advanced messaging strategies.

2. Best Practices for Working with the Media

Learn what today's professional journalists are really looking for. How to become relevant and valuable to the media *before* you might need something from them. From print, to television to radio to online. Media savvy like only a veteran journalist can provide.

3. The Press Release 2.0

In a fast-paced era, where some say the press release is dead, you'll learn how they can still make a difference and get your organization coverage. Using real examples, you will learn how to hook a reporter. Plus you will discover the three things that every press release must have to get noticed.

4. Compelling Press Conferences

Get the "Red Team" analysis your organization really needs in order to best prepare and deliver a winning communications event. Learn the tricks how to follow "speaker protocol" without boring the journalists and still provide information in a compelling way.

5. Hostile Reporter Preparation

When might you be "staked-out" What can you do to be armed and ready? Participants will go through real drills with "real" grilling – making this session a must for any group who wants to make the most out of these often trying and unsuccessful experiences.

6. Debate Mastery

Skills needed to convince and persuade. This session will be especially helpful for on-air interviews that pit a pro and a con against one another – live. How to engage and be engaging and never lose your cool.

7. Talk Show Style

Morning show formats where chatty and breezy information is the name of the hour, calls for a completely different level of experience in order to appear at ease and confident – while at the same time approachable and intimate. A must to appeal to target demographics.

8. The interview

Is it live or recorded? Is it for a package or a stand-alone? Are you on radio, pod-cast, or television? Gina London has done it all and you'll learn from her that there is much more you can control in this situation that you may have thought before. How to stay on message and help frame yourself and your organization in a more positive light.

9. Analysis and Experts

Why do some organizations seem always to be in the limelight or to be the “go-to” organization on a topic you also have expertise? Learn how to better position yourself before the press to become a coveted “reliable source.”

10. Appearance

Yes, what you wear DOES make a difference. Also, how you sit, how you stand, how you gesture. For women AND men, this critical session examines the non-verbal areas that you must control to strengthen and support your message.

Executive Brand

MODULES

1. Overview

Learn and discuss how you can become more aware and take ownership of your professional brand. Reputation management is not just for an organization. It is for you. Learn what it takes in the digital age. Emphasis is placed on the strategic management of character and style and communicating to a wide-range of stakeholders.

2. Leadership and Personal Branding

This session explores how a leader aligns brand with their company's brand to improve customer experience. Learn how to leverage social media to shape brand communication and advocacy including narratives and intellectual property.

3. Writing for business

This course emphasizes advanced applied business, feature and promotional writing, such as specialized letters and memoranda, campaigns, speeches, proposals, analytical and fact-finding reports, and other forms of professional communication and research.

4. Writing for the web

Learn how people actually read and digest material online and how you need prepare, write and edit your copy to grab and keep their attention. You will receive relevant examples of how to transform offline copy and transform it into simplified and dynamic online copy. Learn why it's not too late nor too soon to begin to build a body of content.

5. Identifying Stakeholders

Understanding your company's potential stakeholders and their levels of influence is a critical part of any PR/Reputation strategy. Learn ways to catalogue and administer to them for best success.

6. CSR

Gina London helps your team better understand, implement and promote your company's Corporate Social Responsibility. You will explore important concepts such as corporate philanthropy and ethical consumerism among others.

7. Business Etiquette

Master your ABC's "Appearance, Behaviour and Communications in this lively interactive session combines. Gina London energetically combines sartorial, fashion and grooming advice with reception and networking event tips and techniques.

8. Events and Conference Management

Plan and prepare for professional conferences in a way that leaves no stone un-turned, no "T" uncrossed. Gina London helps you create a fail-safe checklist and plan for your next big event.

9. Green Marketing

Learn the links between a range of controversial issues that can directly or indirectly impact your business like climate change, global warming, biodiversity, resource accessibility, food security, medical and eco-tourism.

10. Recovering Reputation

In line with Gina London's crisis communications courses, learn how to prepare for crisis before one hits. Participants will analyse their current protocols and systems and explore needed adjustments and changes.

Crisis Communications

MODULES

1. Making the Most of Traditional Tools

Review and analyse your company's current set of plans and protocols. Learn how to address and sharpen tools as needed.

2. Digital Tools for Crisis Communication

No organisation can afford to underestimate the importance of mobilizing social media in times of crisis. Learn how to arm your company with the latest cutting-edge of digital tools to manage any crisis. Activate the proper social media channels now to be ready before a crisis hits.

3. Knowledge Base

Having a firm foundation for the issues, names, geography, history and other facets around the company is critical to use as a backdrop in times of crisis. Gina London will lead a discussion and help participants prepare fact-sheets to serve as templates for briefing journalists and other stakeholders.

4. Why Cultural Differences are No Excuses

In today's global market place, there is no room for excuses in times of crisis. Gina London leads an exploration of international case studies in which crisis management was not up to par and what happened. These case studies are contrasted with your company's plans for comparison and analysis.

5. Seven Steps to Handling Every Crisis

Learn the seven important steps every company must take and in what order to successfully manage a crisis event. This session involves relevant case-studies and videos to encourage retention and discussion.

6. Case Models and Comparisons

Take a tour of what has worked and hasn't worked during this series review of local, national, and international company crisis, their reactions and their mixed-bag of results. A great lessons-learned experience.

7. Pre-crisis Planning Protocols

Explore what plans, people and protocols should already be in place in preparation before a crisis hits. Templates and worksheets will help guide this session.

8. To Be Honest, You Are Probably Dishonest

Gina London leads a round-table about the importance of transparency during times of crisis with video and case-studies lending lively support.

9. Aligning Around the Victims

Using real life and imagined case-study examples, Gina London helps you explore the importance of aligning your messaging around the experiences and expectations of the crisis victims, their families and other identified stakeholders.

10. The WAR Room

Feel the "real" pressure of an actual crisis as your team must respond to a case-study created especially for you. Your team must prepare a response and plan and be interviewed live by a reporter who will actually write an article based on your interview.

Social Media

MODULES

1. Fast Track

An introductory course for those who need to learn the key elements of social media and how it connects your personal brand to your company brand. Gina London teaches you how to set up an engaging profile on Twitter, LinkedIn and more. Plus you will learn important strategies behind why you are doing this in the first-place.

2. Segmenting your Audience

Gina London helps you understand how audiences differ depending on which social platform you are on and how to engage them accordingly.

3. Twitter and Facebook Academy

This social media course teaches why it is important for executives and other business professionals to create a solid presence on Twitter. Participants will learn hands-on targeted digital marketing campaign techniques and platform best practices.

4. Blogging Academy

Learn how to write electrified content to grow your reader base and turn them into customers. Participants will learn hands-on digital marketing campaign techniques and platform best practices.

5. YouTube Academy

Learn how to support and augment your company's paid television advertising through supportive videos on YouTube. Gina London teaches you about the opportunities to engage deeper through conducting interviews with customers or business professionals to provide a deeper sense of who you and your customers are.

6. Instagram, Tumblr, Pinterest, Reddit and the Rest

Learn how to create digital marketing campaigns using Pinterest, Tumblr and other popular and emerging social media platforms. Learn how to integrate the campaigns with dashboard tools and analytics. A practical knowledge of where to go to learn upstart networks is a proven way to drive website traffic referral.

7. Digital Innovation

Help turn digital future insight into practical actions for your business. Gina London takes a business trend and turns it into a case-study relevant to your company to transform it into an action plan with your involvement.

8. User Experience

Gina London provides a look at the central role user experience plays in all platforms and what that means for communications and marketing team. Learn about eye-tracking and creating customer journeys.

9. Social Media Marketing Campaigns

Learn how to link you company's goals and business objectives with social media marketing and activity. Participants will create step-by-step a plan to implement and measure for results.

Engaging Employees

MODULES

1. Effective Coaching and Mentoring

Establishing mentors or coaches for new hires or junior associates sends a strong message of commitment toward a company's employees. Gina London provides an interactive case-study-based session dedicated to training would-be trainers how to establish an effective coaching program and how to become effective and dependable coaches toward others.

2. Training and Evaluation Methodology

Different people express their impressions of received value from training programs in different ways, but there *are* methods and surveys designed to capture these varying levels of value in order to evaluate and demonstrate success for training programs. Gina London leads this session that explains why it is important to define a project or organization's goals *first* and then design and determine programs to obtain agreed upon outcomes – not to focus solely on deliverables.

3. Negotiation and Conflict Management

Almost every problem in the workplace can be traced to bad attitude or bad behavior. But whom or what is to blame? Gina London teaches participants how to successfully navigate these potentially difficult waters in this engaging and thought-provoking session. Real case-studies and examples are discussed in role-playing and work book exercises which educate around different problem solving styles.

4. Achieving Leadership Excellence

Find out what "Executive Presence" is and what it takes to get it. In this session, participants will learn the secrets to commanding attention and how to motivate, inspire and lead others. Participants will practice skills and techniques on-camera providing real time feedback and improvement.

5. Team Work

When it comes to team-projects, employees need to all be on the "same page" for best effectiveness and productivity. Gina London guides participants to explore their company's culture and expectations alongside their own team's personal beliefs and values. Working in accord and harmony is the outcome of this honest and real session.

6. Developing Excellence in People Leadership

True leaders don't only inform, they inspire and motivate. *And* they are not afraid to nurture others to great leadership as well. During this session, Gina London works with participants to learn and apply effective strategies that bring about the best in all employees.

7. Understanding your Brand

This session is fundamental for each participant to discover, develop and promote their authentic and unique professional brand. Learn also how to promote, maintain and nurture that brand.

8. Leadership, Communication & Interpersonal Skills

No matter what the business, how the workings are communicated – internally and externally – make the real difference - in morale and in productivity. Gina London examines what is currently being done within the workplace and suggests with help from participants – what should be undertaken in the future. Participants will learn real skills, techniques and strategies to implement.

9. Mastering Negotiation Skills

Whether it is through pre buy-in from an identified group of key influential stake-holders, or an incongruent response at the twelfth-hour, Gina London will help participants discover the variety of effective negotiating tools available at their disposal. This session will use real case- studies, role-playing and deep discussion to analyze, prepare for and attack issues.

10. Strategic Planning & Goal Setting

Plans often need to be adjusted in response to unforeseen events and circumstances, but that doesn't mean strategies and projections should not be confidently, constantly and consistently deployed. Gina London will explore the difference between "strategies," "tactics" and "planning" and how to set the maximum attainable goals possible – and how to market the successful results to add even greater value.

Testimonials

With infectious enthusiasm, Gina London has the unique ability to dive into the heart of a matter and bring it to life. Gina is a radical thinker who doesn't just settle for getting the job done. AND she is a joy to work with.

Laura Robinson, **NFL Network**



Gina London did a fantastic job of teaching media skills to our board of directors. She has the experience of knowing how to prepare for an interview and what works best with the media. Even better, she has the personality to make people feel comfortable on camera and learn tricks of the trade to more effectively communicate their thoughts and ideas. Whether you're dealing with local news or 'Sixty Minutes,' you'll do much better after a training session with Gina London.

Rich Grant, **Denver Convention and Visitors Bureau**



Gina is an outstanding communications trainer, messaging expert and creative thinker.

Thomas Garrett, **International Republican Institute**