

Chellie Phillips

SPEAKER, CORPORATE TRAINER, AUTHOR



LET'S TALK——

**KEYNOTES,
——WORKSHOPS
AND BREAKOUTS**



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WHEN IN DOUBT, DELETE IT! – LIFE EDITS THAT POWER UP YOUR PERSONAL AND PROFESSIONAL POTENTIAL

Based on the principles in Chellie Phillips' best-selling book, *When In Doubt, Delete It!*, this high-energy, empowering keynote gives attendees the tools they need to stop merely surviving and start thriving—at work and in life.

Have you ever felt like you're checking all the boxes, but still not getting where you want to be? Do you dream of living your "Successfully Ever After" life, but feel stuck in a loop of second-guessing, burnout, or overwhelm? You're not alone—and you're not doing it wrong. You may just need an edit.

Through stories, real-life examples, and engaging audience exercises, Chellie introduces a series of powerful Life Edits that help participants:

- **DELETE** the limiting thoughts and toxic patterns holding them back
- **INSERT** boundaries and strategies that fuel growth and clarity
- **BEGIN** habits that align with their goals and values
- ... all while remaining true to their authentic self.

Get ready to shift your mindset, reclaim your time and energy, and take back the pen to edit the story you're living.

Key Takeaways:

- Learn to silence the inner critic and stop letting negative self-talk drive your decisions
- Discover how setting boundaries boosts productivity, confidence, and clarity
- Walk away with small, actionable habit changes that lead to long-term personal and professional growth
- Embrace authenticity as your superpower—not your liability
- Leave re-energized, equipped, and ready to power up your impact with purpose

Ideal Audience:

This keynote is designed for high-performing professionals, especially executive assistants, administrative professionals, office managers, and team leaders who often support others while putting their own success on hold. It's a perfect fit for audiences looking to build resilience, regain balance, and lead from wherever they sit in the organization.

BUILDING A V.A.L.U.E. CULTURE

In today's rapidly evolving world, the heartbeat of any thriving organization lies in its culture. Culture isn't merely a buzzword; it's the essence that defines how we work together, how we inspire each other, and ultimately, how we succeed. I invite you to explore the transformative journey from words to actions, delving deep into the essence of leadership and its pivotal role in shaping vibrant V.A.L.U.E. cultures within our workplaces.

Understanding the V.A.L.U.E. Culture: V.A.L.U.E. isn't just an acronym; it's a philosophy that encapsulates Vision, Accountability, Leadership, Uniqueness, and Engagement. These core principles are the pillars upon which exceptional workplace cultures are built. Vision serves as the guiding light, Accountability ensures every member is committed, Leadership nurtures growth, Uniqueness celebrates diversity, and Engagement fosters a sense of belonging and purpose.

As leaders, it's our responsibility to embody the principles we advocate, to inspire through our actions, and to create environments where every individual thrives. By embracing this ethos, we don't just craft workplace cultures; we create legacies of inspiration and growth. Let us embark on this transformative journey together, where our leadership ignites the spark that transforms words into tangible, impactful actions, fostering cultures where every individual's unique qualities are celebrated, and where the organization's success becomes a testament to the power of authentic, transformative leadership.



LEAD LIKE A BRAND: OWNING YOUR VALUE, ELEVATING OTHERS

Your brand is your leadership fingerprint—it speaks before you do, shapes how others experience you, and sets the tone for how you show up in your business, career, and community. In this energizing and empowering keynote, Chellie Phillips helps women discover how to lead with authenticity and purpose by building a personal brand rooted in clarity, credibility, and connection.

Drawing from her career as a corporate communications executive, award-winning author, and personal branding strategist, Chellie shares actionable tools and mindset shifts that help attendees embrace their value—and use it to inspire others. With a mix of humor, storytelling, and real-world takeaways, this session is designed to spark confidence and elevate leadership at every level.

Whether you're leading a team, launching a brand, or charting your next move, this keynote will challenge you to stop leaving your brand to chance and start leading it on purpose.

Key Takeaways:

- Clarity & Confidence – Learn how to define your personal leadership brand and communicate it with authenticity and impact.
- Brand Alignment – Discover the five pillars of a powerful brand (Clarity, Consistency, Credibility, Connection, Contribution) and assess how well your current actions align.
- Influence with Intention – Explore how to use your brand not just to elevate yourself, but to help others rise by modeling values-based leadership.

Ideal Audience:

- Women professionals at any career stage
- Entrepreneurs and small business owners
- Emerging leaders and mid-level managers
- Women's leadership networks and empowerment groups
- Conference attendees looking for personal growth and leadership development tools



YOU ARE THE ESSENTIAL PIECE: TRANSFORMATION LEADERS BUILD TRANSFORMATIONAL TEAMS

There is a crucial difference between transactional team members, focused on personal gains, and transformational leaders, dedicated to achieving shared goals and supporting others. The key to transforming transactional members into transformational leaders lies in three simple yet powerful words: Model, Connect, and Involve.

Transformational leaders embody the behavior they wish to see in their teams. By demonstrating enthusiasm, active listening, and trust, leaders set the example for their teams to follow. Acknowledging imperfections and working towards positive change fosters trust. They create a sense of belonging and shared purpose which strengthens team cohesion and trust by involving their teams in decision-making processes and encouraging creativity and instilling a sense of accountability.

By embracing the model, connect, and involve approach, leaders create environments where accountability, trust, and collaboration flourish, ultimately leading to the success of the organization and its members.

HOW TO CREATE A CULTURE THAT INSPIRES TALENT TO JOIN, STAY, AND GROW WITH US

What if your culture became your strongest recruiting tool—and your secret to long-term retention?

In this engaging and practical session, bestselling author and workplace culture strategist Chellie Phillips shows leaders how to build a values-driven culture where people don't just show up—they want to stay and grow. Drawing from her Culture Secrets framework and the success of the VISION EMC program, Chellie shares proven strategies to help organizations of all sizes create environments rooted in trust, clarity, and authentic leadership.

Participants will walk away with real-world tools and a refreshed perspective on how everyday actions can shape extraordinary cultures.

Top 3 Audience Takeaways:

1. A Framework for Action: Discover the V.A.L.U.E. culture formula and how Vision, Accountability, Leadership, Uniqueness, and Engagement shape thriving workplaces.
2. Culture as a Retention Strategy: Learn how intentional culture-building attracts top talent—and keeps them—without relying on perks or flashy incentives.
3. Stories that Stick: Explore how sharing and spotlighting real employee stories builds belonging, trust, and long-term connection.

CREATING A V.A.L.U.E. CULTURE THAT WORKS

Culture doesn't live in a handbook — it lives in the people. In today's workplace, successful organizations are those that intentionally build cultures where people feel seen, heard, and valued.

In this interactive, motivational session, participants explore the five pillars of a thriving workplace culture through the V.A.L.U.E.™ framework — Vision, Accountability, Leadership, Uniqueness, and Engagement. Whether your team is navigating change, growing fast, or simply seeking a renewed sense of purpose, this program offers tools and real-world strategies to transform workplace culture from the inside out.

You'll reflect on the culture you have, define the culture you want, and walk away with a personal plan to help shape it — no matter your title or tenure.

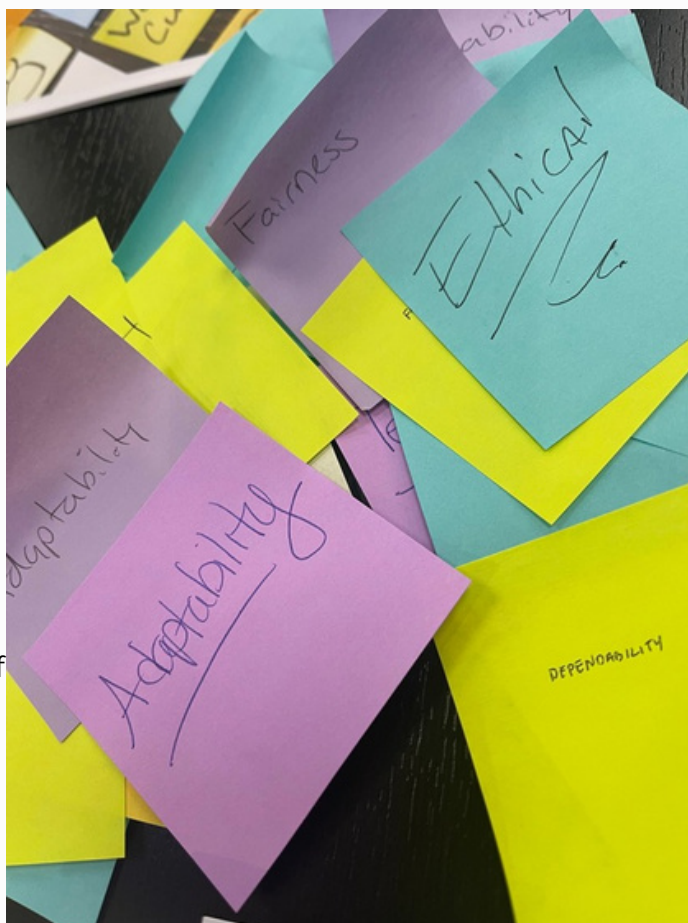
Perfect for: Employee teams, leadership groups, chambers of commerce, member-based associations, cooperatives, and cross-functional organizations of any size.

Customizable for your organization's goals, values, and current challenges.

Learning Objectives / Takeaways:

By the end of this session, participants will be able to:

- Define the core elements of organizational culture and recognize how culture impacts performance, retention, and morale.
- Apply the V.A.L.U.E.™ framework to assess and strengthen their team's culture through intentional behaviors and leadership habits.
- Identify key roadblocks within their current culture and develop a practical action plan to begin addressing them immediately.
- Craft a personal culture statement that guides their daily influence on workplace environment, regardless of position.
- Foster cross-functional connection and empathy through guided discussions and collaborative activities that promote shared ownership of culture.



LOVING, LEADING AND LASTING: WHAT EXTRAORDINARY LEADERS REALLY DO

Building relationships is what great leaders do. It's about generating a series of messages that touch hearts and inspires action.

Successful leaders help their teams create personal brands which not only helps them succeed in the workplace, but it will also help create a strong sense of belonging. Building a personal brand helps your employees showcase their value, build their skillset, and become brand advocates for your company.

For Millennial and Gen Z team members, social media may be second nature, but learning to leverage your online presence intentionally can be a valuable tool that not only sets younger employees up for career success but can position your organization in a way that is beneficial for recruiting and futureproofing too.

We all know that personal branding is "what you're known for," but it's also about bringing who are you to what you do and how you do it. You're not only marketing skills and achievements, but showcasing personality, values, and passion. Image can impact both recruitment and the way clients and potential clients look at your organization. Being intentional about creating a personal brand reduces the risk of misinformation. Being intentional also helps you present a cohesive and inviting persona of the organization.



CREATING A CULTURE OF ENGAGED EMPLOYEES AND IGNITE THEIR IMPACT IN THE WORKPLACE - ELEVATE YOUR WORKFORCE WITH ENGAGED LEADERSHIP

Imagine a workplace where every employee, especially women, feels empowered, engaged, and valued. In this captivating talk, we delve deep into the transformative power of cultivating a culture of engaged leaders. Our speaker passionately addresses the challenges faced by women in the workforce, highlighting the need for equal opportunities and leadership development at all levels.

- **Unleash Untapped Potential:** Learn how empowering employees, especially women, can tap into a wealth of unseen talent, driving your organization's success to new heights.
- **Boost Productivity & Innovation:** Discover the secrets to fostering engagement, encouraging idea sharing, and breaking down communication barriers, leading to enhanced productivity and innovative problem-solving.
- **Enhance Your Company's Reputation:** A workforce of engaged leaders translates to a positive external brand. Satisfied employees become passionate brand advocates, attracting more customers and top-tier talent.
- **Practical Strategies for Success:** Gain actionable insights on creating supportive environments, embracing learning moments, and developing tailored leadership programs that ensure everyone can shine.
- **Inspiring Cultural Change:** Learn how to create an atmosphere where every voice is heard, ideas are valued, and employees are encouraged to take on new challenges. Transform your workplace into a hub of creativity and collaboration.
- **Invest in Growth:** By investing in your employees' growth and development, you're investing in your company's future. Discover how a commitment to equal opportunities pays off in long-term financial gains and enhanced employee loyalty.

Empower your employees, inspire transformation, and watch your organization thrive!

BEYOND ORGANIZATIONAL EFFECTIVENESS: WHAT EXTRAORDINARY EXECUTIVE ASSISTANTS REALLY DO

How do you set yourself up to be known as an extraordinary executive assistant? It's all about intention and showing up in a way that highlights the value you bring to the table. Extraordinary EA's are cool as a cucumber and red hot communicators. The key is moving from a supporting role to a strategic role. In this workshop, you'll leave 5 keys that set you on the path to success.

COMMUNICATE LIKE A LEADER: FROM DAILY DIRECTION TO BOARDROOM BRIEFINGS

Great leaders don't just talk—they communicate with intention, clarity, and impact. Whether you're guiding a team through change, delivering performance feedback, or presenting to senior leadership, how you deliver your message can either inspire action or create confusion.

In this interactive five-hour session designed for supervisors and mid-to-senior level leaders in electric cooperatives, you'll learn to tailor your communication style to any situation—from field crews and office teams to boardrooms and C-suite presentations.

You'll practice using real-world tools and strategies that enhance your leadership presence, sharpen your message, and build trust at every level of the organization. With a mix of scenario-based exercises, communication frameworks, and practical feedback techniques, this session will equip you to lead with confidence—whether you're on the floor or in front of the board.

Key Learning Takeaways:

1. Lead with Clarity at Every Level
 - Use intentional structure and tone to ensure your message is received, remembered, and acted on.
 - Avoid miscommunication that slows down projects or undermines trust.
2. Communicate to Build Culture and Credibility
 - Learn how everyday conversations—whether praising or correcting—impact morale and engagement.
 - Align your communication with your leadership brand and organizational values.
3. Give Performance Feedback that Encourages Accountability
 - Balance praise with redirection and deliver it in ways that motivate improvement.
 - Use a simple framework for confident, clear feedback in both field and office settings.
4. Tailor Your Message for Different Audiences
 - Understand what matters most to field teams, office staff, department peers, and board members.
 - Learn to shift tone, language, and formality depending on the stakeholder.
5. Deliver Strategic Messages with Executive Presence
 - Master the art of framing information to highlight organizational impact and foresight.
 - Gain confidence in delivering high-stakes messages with poise, focus, and authority.
6. Present with Confidence to Boards and Senior Leaders
 - Know what decision-makers expect: clarity, brevity, and strategy.
 - Learn how to connect the dots between technical updates and business goals.
 - Practice scenarios such as rate case updates, capital projects, or broadband expansion pitches.

SAY IT SO IT STICKS: COMMUNICATION STRATEGIES FOR STRONGER SUPERVISION

Strong communication is at the heart of effective leadership—especially when guiding teams through change, giving performance feedback, or building alignment across departments. In this interactive two-hour workshop, supervisors will explore how intentional communication can build trust, motivate action, and create clarity in both the office and the field.

Whether you're delivering praise, redirecting performance, or rallying your team around a new initiative, how you say it is just as important as what you say. This session will offer real-world strategies, practical language tools, and engaging scenarios designed specifically for the unique dynamics of electric cooperatives. Participants will leave with greater confidence to lead conversations that drive results—and relationships—forward.

Workshop Learning Objectives

1. Deliver Clear, Confident Messages in Any Situation
2. Understand how tone, timing, and structure affect how your message is received—especially when discussing performance or change.
3. Navigate Performance Conversations with Confidence
4. Gain tools for giving both positive reinforcement and constructive feedback in a way that builds trust and encourages accountability.
5. Use Communication to Drive Alignment and Action
6. Learn how to set clear expectations, ensure follow-through, and keep your team focused—even in times of uncertainty.
7. Adjust Your Message Based on the Audience
8. Explore how communication styles may differ between office staff and field crews, and learn how to adapt for maximum impact.
9. Strengthen Your Leadership Presence Through Everyday Communication
10. Discover how small daily interactions shape team culture, and how consistent communication reinforces your credibility and influence.



"SIMPLIFY TO AMPLIFY: CLARITY IN COMMUNICATION FOR COOPERATIVE LEADERS"



Effective leadership communication is more than just delivering a message—it's about making the message matter. This hands-on, engaging training equips electric cooperative leaders and supervisors with the skills to communicate clearly, adapt messaging to different audiences, and strengthen their professional presence. Whether writing emails, speaking to employees, presenting to the board, or engaging members about broadband services, leaders will learn how to simplify complex ideas to drive trust, influence decisions, and achieve better outcomes. Real-world cooperative scenarios, group activities, and individual practice sessions will help reinforce learning and build confidence.

Learning Objectives:

By the end of this training, participants will be able to:

1. Identify and eliminate barriers to clear communication.
2. Adapt communication styles and messages to meet the needs of different audiences (employees, members, board, senior management).
3. Recognize how their communication style impacts their credibility and leadership image.
4. Apply techniques to structure clear, compelling emails and presentations.
5. Use tools and frameworks to simplify complex topics (e.g., broadband rollouts, system upgrades).
6. Increase confidence in high-stakes communication situations using practical preparation strategies.
7. Practice delivering messages using improved clarity, structure, and professionalism.

Training Options Overview:

- ✓ Full-Day Training (5 Hours + Breaks)
 - Ideal for a one-time session with cross-functional leaders and supervisors.
 - Includes all core content with ample time for practice and feedback.
- ✓ Two-Hour Focused Trainings (Modular)
 - Option A: Presenting to Board & Senior Management
 - Option B: Email & Internal Communication Clarity
 - Option C: Speaking to Employees & Member Communication
 - Ideal for delivering over several sessions or to tailored leadership groups.

COMMUNICATE TO LEAD: WHY GREAT LEADERS EMBRACE COMMUNICATION AS A STRATEGIC TOOL

Strong leadership isn't just about decision-making—it's about how well you communicate those decisions to build trust, drive alignment, and shape culture. In this dynamic, hands-on workshop designed specifically for electric cooperative leaders and managers, participants will discover how communication is a leadership skill that must be intentionally developed—not delegated.

Whether leading internal teams, collaborating across departments, working with the board, or facing crisis situations, this session equips leaders with practical strategies to communicate with clarity, confidence, and purpose. Participants will walk away with a personalized communication action plan they can implement immediately, along with tools to build trust, increase influence, and align their teams to mission and goals.

This is not a class on PR—this is real-world leadership communication in action.

Key Takeaways:

- Understand the critical connection between communication and leadership influence
- Learn how to adapt your message to internal teams, peers, the board, and members
- Explore a 4-part crisis communication framework that builds credibility and calms chaos
- Practice peer collaboration strategies that break silos and drive alignment
- Begin developing your own leadership communication action plan aligned with organizational goals

Ideal Audiences:

- Mid-level managers and department leaders in electric cooperatives or member-driven organizations
- New leaders transitioning into higher-responsibility roles
- Operational and technical leaders seeking to strengthen their professional presence
- Executive teams who want to build a stronger culture of trust, collaboration, and transparency



COMMUNICATE WITH INFLUENCE: LEADERSHIP FOR ALL LEVELS

Strong leadership isn't just about making decisions—it's about inspiring action. In this engaging, interactive 4-hour workshop, participants will explore how to use communication as a powerful tool for influence. From storytelling that sparks emotion to adapting your message for different audiences, this session equips aspiring leaders with strategies to motivate, connect, and lead with impact.

Participants will discover how body language, tone, word choice, and presentation style affect perception and influence. Through hands-on activities, real-world scenarios, and role play, they'll learn how to confidently communicate ideas, adjust their delivery for small and large groups, and use stories to drive engagement and action. Whether you're leading a crew or presenting to a board, this workshop will help you command attention and move people to action—without manipulation.

Who Should Attend:

Aspiring and current leaders in the electric cooperative industry who want to improve their communication impact, connect with diverse audiences, and advance their influence within their teams and organizations.

Key Takeaways:

- Understand the difference between influence and manipulation—and how ethical communication builds trust.
- Learn how to tailor your message, tone, and delivery style based on audience size and dynamics.
- Practice using storytelling as a tool to inspire, educate, and drive behavior.
- Discover how active listening and emotional intelligence strengthen influence.
- Gain confidence in your communication style through role play and practical feedback.



SOLUTION-FOCUSED PROBLEM SOLVING: PRACTICAL STRATEGIES FOR REAL-WORLD CHALLENGES

Whether you're serving on the frontlines of member service or supporting your leadership team behind the scenes, problem-solving is a daily skill that defines your success. In this highly adaptable session, participants explore a solution-focused model that helps shift energy away from what's broken and toward what's possible. Rooted in positivity and practicality, this approach taps into each individual's strengths, encourages effective collaboration, and provides tools to move forward with confidence.

Through interactive scenarios, proven communication techniques, and real-time group activities, attendees will walk away with actionable strategies they can immediately use in their co-op roles—whether they're solving internal issues, handling member concerns, or helping their teams navigate change. From short-format breakouts to full-day workshops, this session flexes to meet the needs of any electric cooperative audience.

Learning Objectives:

- Understand the key principles of solution-focused problem solving and how they apply to co-op environments.
- Use tools like the "Miracle Question," Scaling, Coping, and Analytical Questioning to identify and communicate clear paths forward.
- Apply strengths-based thinking and support systems to increase buy-in and successful outcomes.
- Practice structured problem-solving models through real-life cooperative scenarios.

Ideal Audience:

This session is designed for:

- Member Service Representatives
- Executive Assistants
- Administrative Professionals
- Supervisors or Managers leading teams through day-to-day problem solving
- Anyone supporting operations, leadership, or customer/member experience at electric cooperatives



BUILDING LOYALTY IN A DISLOYAL WORLD

In today's fast-paced, social media-driven environment, one negative interaction with a member can quickly spiral into widespread dissatisfaction and damage your cooperative's reputation. This workshop equips EMC employees with practical tools to strengthen member relationships, communicate effectively, and handle both positive and challenging situations with confidence and professionalism. Participants will discover how everyday interactions—whether in the field, on the phone, or behind the scenes—play a critical role in building long-term loyalty and trust.

Through interactive activities, real-world scenarios, and proven communication strategies, employees will learn how to engage members across generations, deliver both good and bad news with empathy, and de-escalate conflict before it spreads. This program emphasizes the unique cooperative advantage of personal connection and provides a framework that employees can use to create member satisfaction, reduce negative publicity, and foster lasting trust in today's changing utility landscape.

By the end of this workshop, participants will be able to:

1. Apply a clear communication framework to deliver both good and bad news in ways that build trust and member satisfaction.
2. Adapt communication strategies to meet the needs and expectations of multiple member generations.
3. Handle difficult situations and dissatisfied members in ways that reduce escalation and strengthen loyalty.

SERVING MEMBERS THROUGH EXCELLENT COMMUNICATION

Members don't just want reliable service — they want clear, respectful, and empathetic communication every time they connect with their cooperative. This highly interactive 5-hour workshop equips employees with practical skills to handle conversations across every channel — in person, on the phone, in writing, and even under high-stress situations like outages or billing concerns. Through real-world scenarios, communication makeovers, and group activities, participants will learn how to turn member frustrations into opportunities that build trust and loyalty.

Learning Points:

1. Professionalism & Presence: Discover how tone, word choice, and consistency shape member perceptions and create lasting impressions.
2. Active Listening & Empathy: Practice proven techniques to listen beyond words, de-escalate tense situations, and respond with understanding.
3. Polished, Proactive Communication: Strengthen phone, written, and digital communication skills — including how to deliver outage updates and billing notices that build confidence instead of complaints.

Audience:

Ideal for both seasoned cooperative employees and those new to the co-op world, this workshop adapts activities and scenarios to each group's experience level, ensuring everyone leaves with skills they can use immediately.

COMMUNICATING IN THE REAL WORLD

Participants learn about the challenges faced communicating effectively in today's world. The modules are designed to impart tactics that improve listening, ways to make sure everyone in the conversation is heard and understood, and how to avoid common pitfalls.

The introduction to communication basics section of the training will cover the fundamentals of communication, such as the different types of communication (verbal, non-verbal, written etc.), building effective communication skills and its importance in customer service. This section is designed to help participants understand the key elements of successful communication which will be essential for their roles as customer service representatives. It includes a Communication Style Assessment and interactive activities to foster communication inside the group.

It's important participants understanding the different types of communication channels used in the workplace and how to use each effectively and to make an informed decision about which channel is best used to reach the audience. This section includes a discussion about workplace email and texting, along with social media. We also discuss how to effectively give feedback in multiple situations employees encounter in their different departments.

The session wraps up with a reminder of the importance of practicing active listening and the importance of owning up to communication mistakes.

THINK LIKE A CEO

Thinking like a CEO is all about the overall vision for your business or organization. No matter if you are a small business on the brink of something big, just starting out, or a freelancer looking for their next gig – you all benefit from adopting a CEO Mindset. you'll discover that thinking like a CEO will turn you into one. You'll develop the right mindset and the key skills you need to carry out the role and create the results you want in your business. You'll discover proven step-by-step processes to help you delegate, make decisions, and promote innovation, so that by the end of the course, you'll be strategizing like the CEO you are, and business growth will follow.

We'll focus on 4 key areas that will provide the best results for you and your business: Developing the CEO Mindset, Make the Decision, Delegate, and Innovate.

By the time you complete this course, you'll be able to:

- Clarify where and how you need to change your mindset, so that you can become a strategic CEO and successfully scale your business.
- Make speedy and informed decisions, so that you can optimize your time and prevent bottlenecks in business operations.
- Delegate day-to-day tasks and decisions, so that you free up your time to focus on the big picture and strategy side of your business.
- Use a proven creative process to encourage the innovative thinking that will impact your unique value and long-term business growth.
- Consolidate and implement your learning and plan future action steps so you can achieve the goals you set for this course.

BEAT BURNOUT AND TAKE CHARGE OF YOUR LIFE

Today life moves at a frantic pace. We are perpetually connected to devices, work, family obligations, social media and many other sources of input all demanding our time and attention.

At the same time, we are driven and want to achieve a lot.

We don't want to miss out on opportunities.

We want to provide the best life possible for ourselves and our family.

But amid all the hard work, deadlines, meetings, calls and text messages, we can easily lose track of our own health, wellbeing, and sense of peace.

This is how we begin to burnout. When this starts to happen it can be a slippery slope that can lead to many serious life challenges.

Burnout: is a state of emotional, physical, or mental exhaustion (often all three). Excessive or prolonged stress is typically the major contributing factor.

It can impact any area of your life. It isn't just about being tired. It is a severe issue that can require professional help if not dealt with appropriately.

But what if you could beat burnout?

What if instead of running yourself ragged and completely depleting your physical, mental, and emotional energy daily... you took charge of your life and avoided that pain altogether?

In this workshop, you are going to learn the fundamentals of stress management, energy management and how to truly take charge of your life. You'll become intimately aware of how and when burnout may be creeping into your life, how to avoid it, and ultimately how to beat burnout entirely. With the "Beating Burnout" program, you will discover...

- The signs of burnout and what to watch out for in your life.
- The root causes of burnout and how to begin evaluating them.
- Effective ways to avoid and ultimately banish burnout from your life.



STAND OUT OR FADE OUT: YOUR BRAND'S PATH TO INFLUENCE

Your brand is more than a logo—it's your promise, your presence, and your power in the marketplace. In this interactive workshop, you'll discover how to create a brand identity that resonates, position it strategically to rise above the noise, and manage it with confidence over time. Whether you're launching a business, refreshing your organization's image, or elevating your personal brand, this course will give you the tools, tactics, and inspiration to build something unforgettable.

With real-world case studies, group exercises, and hands-on brand-building activities, you'll walk away ready to articulate your brand's story, define your competitive edge, and connect with your audience in a meaningful way.

This course is ideal for:

- Entrepreneurs and small business owners building a market presence
- Marketing and communications professionals looking to sharpen brand strategy skills
- Career professionals and consultants developing personal brands
- Nonprofit leaders working to differentiate their mission in a crowded space
- Students and creatives interested in advertising, media, or branding careers

No prior branding experience required—just bring your ideas and a willingness to think differently.

PARTICIPANT TAKEAWAYS

By the end of the course, participants will be able to:

1. Define the core elements of a compelling brand identity—from tone and voice to visual symbols and values.
2. Craft a brand positioning strategy that clearly differentiates them from competitors and connects with the right audience.
3. Apply storytelling principles to build emotional connection and loyalty.
4. Analyze real brand wins and failures to extract insights that guide smart brand decisions.
5. Create a brand concept presentation or pitch that showcases name, logo, narrative, positioning, and market strategy.



EXECUTIVE PRESENCE: A LEADERSHIP ADVANTAGE SERIES

Empower Your Leaders with Confidence, Influence, and Professional Presence

This three-part interactive workshop series is designed for professionals who are ready to step into leadership roles or elevate their current leadership impact. Whether delivered as a day-long immersive experience or three distinct sessions over time, this powerful program blends mindset and strategy to help leaders enhance their presence, build influence, and lead with clarity.

Workshop Breakdown:

Session 1: Understanding Executive Presence & Enhancing Your Professional Image

- Define what executive presence really is (gravitas, communication, appearance).
- Understand how perception shapes leadership opportunities.
- Conduct an image and personal brand audit.
- Build a personal leadership brand using the Brand Builder Map activity.

Session 2: Building Confidence & Influence

- Identify and strengthen confidence-building behaviors.
- Explore the foundations of influence using behavioral science.
- Use the Influence Builder Matrix to assess relationships and plan strategic engagement.
- Learn how LinkedIn can be used to build digital influence and thought leadership with a hands-on LinkedIn Leadership Audit.

Session 3: Executive Presence Through Public Speaking

- Improve delivery, message clarity, and emotional connection.
- Craft and share a personal leadership message using the Message – Meaning – Movement framework.
- Practice storytelling and communication through the 2-Minute Leadership Talk and Executive Presence Panel activities.

Delivery Options:

- Three 2-hour workshops (ideal for cohort programs or chamber series)
- One full-day intensive (great for leadership retreats or professional development days)

Participant Takeaways:

- A personalized executive brand and improved professional image.
- Communication strategies for influence and confidence in any setting.
- A fully developed leadership message with storytelling elements.
- A polished and optimized LinkedIn profile to support online visibility.
- Real-world practice through peer feedback, scenarios, and public speaking drills.
- Worksheets and tools for continued development beyond the sessions.

Investing in executive presence development:

- Prepares emerging leaders to step confidently into visible leadership roles.
- Strengthens succession pipelines by focusing on influence, confidence, and communication.
- Builds internal credibility and external professionalism, both in-person and online.
- Promotes cross-functional collaboration through structured networking and shared reflection.

AUTHENTIC LEADERSHIP – BEING INTENTIONAL ABOUT COMMUNICATING YOUR VALUES

In today's workplace, authentic leadership is more than a buzzword—it's a proven approach that inspires trust, promotes inclusivity, and strengthens team connection. This interactive session will help employees explore the link between personal values and leadership behavior. Participants will reflect on their core values, identify how those values show up in their communication, and learn how to lead with intention. Through guided activities, chat-based discussion, and shared insights, this session empowers every participant—regardless of title or tenure—to influence with integrity and lead from a place of purpose.

Learning Objectives:

1. Define authentic leadership and understand the importance of aligning communication with personal values.
2. Identify and articulate individual core values and how they influence leadership behavior.
3. Develop strategies to intentionally communicate values through everyday leadership actions and interactions.

HARNESSING THE POWER OF STORYTELLING TO NAVIGATE THE CHANGING TIDES OF YOUR WORKPLACE

In this workshop, we'll explore how professionals can use storytelling to effectively communicate their organization's brand and mission, build relationships with stakeholders, and engage with the community in a meaningful way. We'll discuss how cultural differences and diversity can impact storytelling and personal branding strategies and offer practical tips and best practices for developing an authentic and compelling personal brand that resonates with target audiences.

This program will focus on specific areas including:

- Understanding the role of storytelling in the workplace and how to craft an effective narrative that connects with stakeholders and drives positive outcomes
- Building a personal brand that reflects your values, strengths, and unique perspective as an industry professional
- Navigating cultural differences and diversity in storytelling and branding efforts, including strategies for building bridges and creating inclusive messaging
- Leveraging technology and social media to amplify your message and reach a wider audience
- Measuring the impact of your storytelling and branding efforts, and using data to refine and improve your strategies over time

BUILDING A STRONGER TEAM THROUGH STORYTELLING AND PERSONAL BRANDING

This workshop focuses on the importance of building a cohesive, multi-generational, motivated team inside organizations, and how storytelling and personal branding can help achieve that goal. Key topics include team-building strategies, fostering a culture of innovation, building a multi-generational team, and aligning team members around a shared vision and mission.

Here what the presentation will cover:

- **Fostering a culture of innovation:** Building a strong team requires a culture of innovation and creativity. This might involve encouraging team members to share new ideas, promoting experimentation and risk-taking, and providing opportunities for professional development and training.
- **Aligning team members around a shared vision and mission:** To build a cohesive team, it's important to ensure that everyone is aligned around a shared vision and mission. This might involve developing a mission statement or values statement that everyone can rally around or creating a set of shared goals and objectives.
- **Developing personal brands for team members:** Personal branding can be a powerful tool for building a strong team. By helping team members develop their own personal brands, you can build a sense of individual ownership and motivation, while also ensuring that everyone is aligned around the organization's overall brand and messaging.
- **Using storytelling to build team cohesion:** Storytelling can be a powerful tool for building team cohesion and motivating team members. For example, you might share stories about successful economic development initiatives, or highlight individual team members who have made important contributions to the organization.
- **Encouraging team members to be thought leaders:** By encouraging team members to develop thought leadership skills, you can build a team of experts who are recognized as leaders in the field. This might involve providing opportunities for speaking engagements, publishing articles or blog posts, or participating in industry events and conferences.

ADDITIONAL TRAINING :

Building a strong multi-generational team can be challenging, but there are some key strategies you can use to align your team around a shared mission and values:

- **Establish a clear vision and mission:** Start by establishing a clear vision and mission for your organization. This should be a shared goal that everyone on your team can work towards together. Make sure that your vision and mission are communicated clearly and regularly to your team.
- **Foster a culture of collaboration:** Encourage collaboration and teamwork within your organization. Make sure that everyone has the opportunity to share their ideas and contribute to the success of the team. Celebrate the successes of the team as a whole, rather than individual accomplishments.
- **Embrace the uniqueness of the team.** Your team is likely to be made up of individuals from different generations, backgrounds, and experiences. Create a culture that values and respects everyone's unique perspective. This will help to foster a sense of inclusion and belonging within your team.

BUILDING YOUR LEADERSHIP PRESENCE: MASTERING THE ART OF FIRST IMPRESSIONS AND EFFECTIVE COMMUNICATION

This is a transformative 3-hour workshop designed to empower emerging leaders and managers with essential skills for success. Participants embark on a dynamic journey, starting with defining their personal brand and core values, ensuring authenticity and confidence in their leadership roles. Through interactive activities, they hone effective communication techniques, conquer self-doubt, and learn the art of giving and receiving feedback constructively. The workshop provides a safe space for participants to practice crucial conversations with higher-ups, equipping them with strategies to navigate professional challenges with finesse. By emphasizing active listening, empathetic communication, and non-verbal cues, attendees develop lasting impressions, fostering meaningful connections within their teams. The workshop's holistic approach ensures attendees leave with a profound understanding of personal branding, confidence in communication, adept feedback skills, and the ability to navigate conversations with supervisors effectively. Participants are not just equipped with knowledge but are empowered to apply these skills immediately, creating a lasting impact on their leadership journey.

Main Takeaways for Participants:

1. **Clarity on Personal Brand:** Participants will have a clear understanding of their personal brand and values, aligning them with their role as a leader.
2. **Confidence in Communication:** Enhanced communication skills, including effective speaking and active listening, leading to increased confidence in professional interactions.
3. **Overcoming Self-Doubt:** Strategies to overcome self-doubt and build self-assurance as a new leader.
4. **Feedback Proficiency:** Skills in giving and receiving feedback constructively, fostering a culture of growth and development in their teams.
5. **Effective Conversations:** Techniques for having effective conversations with supervisors and managers, leading to improved working relationships and goal alignment.

“

The session for me challenged areas that I lack confidence. These areas may not be what I would like to work on, but they are the areas I need to work on in order to further my career and be an effective leader. ([see talk report](#))



Attendee

”

“

Everything about the class for me was just right. Had us involved just the right amount, but not overly involved. Didn't single anyone out on questions. Was all group involved which for me is a plus. ([see talk report](#))



Attendee

”

PERSONAL BRANDING – NOT JUST FOR KARDASHIANS

Using an 8 step process, you'll learn how building a personal brand can help you become irresistible to donors. It's about creating a relationship where new and existing donors look at you as more of a friend, than a money seeker. By building that relationship, you increase the odds of someone saying yes to your request. In today's world, donors view the checks they write as an investment, not just a tax deduction. By building your organizations brand, you help that donor see just what their investment is accomplishing.

This workshop has been modified and presented to many types of groups from young professionals, to non-profit leaders, to entrepreneurs and authors.

IDENTIFY YOUR USP BY CREATING AN AUTHENTIC PERSONAL BRAND

Without a strong USP and brand, you will blend in with everyone else which means you'll fail to distinguish yourself from your competition. Determining your USP comes naturally as you build your personal brand.

Distinguishing yourself is even more vital in today's uncertain economy. Getting clear on your USP and brand helps you establish a relationship and trust with your current and future clients. People will buy from people they know, like and trust. You are in a relationship building business first and foremost.

Everyone has a brand whether they are intentional about creating it or not. Unfortunately, the vast majority allow others to determine their brand. To build a strong brand that results in higher levels of success, you need to:

- Identify our unique qualities and traits.
- Define the purpose of your brand.
- Determine how you can help or solve problems for others.

Step one begins with a self-examination of why you chose this line of work. What in your life has led you down this path? What qualities and skills have you cultivated that make you great at your job?

Step two takes on the task of defining the purpose of your brand. It's about positioning yourself as an expert in your field and becoming a trusted source of information for your clients and colleagues. Without a destination in mind, you'll just wander a path.

Step three starts with an understanding that your skills and passion are there for a reason – so you can help and solve problems for others. When you focus on values, serving and gratitude, your success will come. It's not a competition. This is where you also focus on sharing your knowledge and helping those who are a few steps behind you move forward. There is plenty of success to go around. Your brand isn't built in stone. It's meant to grow and evolve with you as you grow.

We'll conclude with crafting a strong USP/branding statement.

MARKETING WITH CONFIDENCE: USING SOCIAL MEDIA TO BUILD YOUR VALUE BRAND

In today's competitive landscape, developing a strong personal brand is not just a choice; it's a necessity. In this talk, you'll learn the essential steps to create a compelling personal brand that can elevate your career and business.

1. Understanding the Essence of Personal Branding: Discover the core elements that constitute a personal brand, moving beyond just a website or social media presence. Learn how your brand reflects your values, passions, skills, and unique story, and why it's crucial for authentic connections with your audience.
2. Mastering LinkedIn for Personal Branding: LinkedIn isn't just a professional networking platform; it's a powerful tool to establish your expertise, build credibility, and foster trust. Explore strategies to optimize your LinkedIn profile, from crafting attention-grabbing headlines and summaries to utilizing multimedia content effectively. Understand the art of storytelling to engage your audience and build lasting connections.
3. Content Creation and Community Building: Delve into the world of strategic content creation. Learn how to repurpose content across various platforms and discover the value of consistency. Understand the significance of building a community around your brand, creating a tribe of passionate supporters. Explore tools and techniques to enhance your personal branding efforts without breaking the bank.

By the end of this talk, you'll be equipped with practical insights and actionable strategies to craft a standout personal brand, allowing you to make meaningful connections, attract opportunities, and achieve your professional goals



THRIVING UNDER PRESSURE: STRESS MANAGEMENT FOR ADMINISTRATIVE PROFESSIONALS

Administrative professionals are high-performing multitaskers, gatekeepers, and organizational wizards—but that superpower comes with pressure. This interactive workshop offers tools to recognize, manage, and reduce stress, while also empowering participants to advocate for themselves and become indispensable team members

Learning Objectives

Participants will:

1. Identify common and self-imposed sources of stress
2. Learn to recognize physical, emotional, and behavioral signs of stress
3. Practice effective, workplace-friendly stress coping strategies
4. Explore systems and processes that help reduce pressure
5. Build confidence in communicating needs and showing value to leadership
6. Walk away with peer-tested ideas for work-life balance and success

Length: 90 - 120 minutes

Audience: Administrative professionals

Focus: Causes of stress, self-induced pressure, workplace coping tools, work-life balance, advocating with supervisors, and thriving under pressure

MATTERING: CUSTOMER SERVICE AND LEADERSHIP SKILLS

Excellent customer service reflects a business. Many companies struggle with customer service challenges due to representatives having poor communication skills, lack of knowledge/understanding, difficulty dealing with customer complaints or concerns, and so on. Regardless of employees' positions or titles, demonstrating quality customer service skills is paramount.

The following skills will be emphasized

1. Problem-solving: Fundamentals of customer service
2. Conflict resolution: Negotiation skills and approaches to communicating good and bad news
3. Understanding the needs of consumers: Buyer behavior
4. Developing teamwork and leadership skills; Understanding the importance of motivation.
5. Customer retention: Evaluating customer satisfaction

EDIT YOUR LIFE: PERSONAL POWER FOR PROFESSIONAL IMPACT

Do you feel like you're juggling hundreds of tasks but still not thriving in your professional or personal life? What if a few intentional shifts in your mindset and daily actions could unlock your potential and make you indispensable in both spheres? This energizing, hands-on session helps you identify what to delete, what to insert, and what to begin so they leave aligned, empowered, and ready to lead with clarity and confidence.

It's time to hit the red pen on the parts of your life that no longer serve you and write a better chapter—professionally and personally.

In this energizing, interactive session with author and culture strategist Chellie Phillips, you'll learn how to delete what's draining you, insert habits that fuel your success, and begin living and leading with intention. Whether you're juggling community projects, co-op initiatives, or managing life at full speed, this session is your reset button.

Expect mindset makeovers, small-group magic, and powerful takeaways that make you indispensable—at work, at home, and everywhere in between.

By the end of this session, participants will:

- Understand how to recognize and remove mindset blocks that hinder success.
- Build confidence through clarifying personal and professional values.
- Craft a practical action plan using Life Edits to align daily actions with long-term goals.
- Learn to cultivate a presence that communicates authenticity, value, and impact.
- Gain tools that reduce burnout and enhance clarity in decision-making and task management.

“ This was really great info and new fresh ideas to try not only in my Coop but in life. I like the handouts so we can take things back to reflect on with our team. I thought it was an engaging topic and it's always nice to gain new insight on how to deal with problems. Great job! ([see talk report](#)) ”



Attendee

“ It really gave me a great foundation for making pitches to my supervisor to get things accomplished that can improve the organization. I never received training g on how to do this task so this is very valuable for me! Thanks for the knowledge! ([see talk report](#)) ”



Attendee

“ Chellie's insights were helpful and her questions and interactive worksheets made me reflect on some important things about myself. I left encouraged and will implement some of the things I learned at home and at work. ([see talk report](#)) ”



Attendee

“ So fun! Inspiring and really got me to take a look at my person and professional wins (and mistakes) and make small changes to my routines to celebrate those as well as really look into my achievements, big and small. ([see talk report](#)) ”



Attendee

THE DYNAMIC LEADER: 11 PRINCIPLES OF EFFECTIVE LEADERSHIP

Before we get into the nitty-gritty of effective leadership, we'll make sure we're all on the same page regarding what a leader really is. We'll identify 7 high-level characteristics great leaders display. Then we'll dive into the 11 principles of effective leadership including: self-motivation, confidence, accountability, passion, courage, integrity, emotional intelligence, humbleness, vision, discipline, and communications. You can become an effective leader and "know, go and show the way."



NAVIGATE: CHARTING YOUR OWN COURSE FOR GROWTH

This interactive 60-minute workshop empowers city employees to take ownership of their personal and professional development using the NAVIGATE framework—a simple, memorable acronym guiding participants through self-awareness, goal setting, action, and resilience. Rather than waiting for supervisors or external programs, attendees will discover how to proactively shape their own success and stay adaptable through change. Participants will reflect on their current path, explore real-world challenges, and walk away with practical strategies they can implement immediately.

Learning Objectives / Participant Takeaways

1. Embrace Personal Accountability
2. Participants will learn that growth is a personal responsibility and recognize how small, intentional actions can drive long-term success.
3. Apply the NAVIGATE Framework
4. Attendees will use the eight-step model to assess their current stage, set goals, and outline a personalized plan for development.
5. Turn Obstacles into Opportunities
6. Through scenario-based activities, participants will practice reframing common workplace challenges into chances for growth, collaboration, and learning.

HABITS THAT BUILD PROFESSIONAL SUCCESS: 10 SMALL SHIFTS FOR BIG IMPACT

Success in the workplace isn't about grand gestures—it's built on the small, consistent habits we practice every day. In this practical and engaging session, Chellie Phillips guides participants through the Top 10 Professional Habits that fuel long-term growth, trust, and effectiveness in any organization. Designed with public sector professionals in mind, this workshop highlights key behaviors like proactive communication, emotional intelligence, and showing up prepared. Participants will explore how to “lead from any seat,” reflect on their own workplace habits, and walk away with a simple plan to apply their insights immediately.

With interactive discussion and a habit-mapping activity, this session helps participants move from awareness to action—one small step at a time.

Key Takeaways:

1. Discover the 10 core habits that high-performing professionals use to build trust, accountability, and resilience.
2. Identify personal growth opportunities and create a simple, actionable habit plan that aligns with their role.
3. Learn how to lead from any position by mastering small, consistent behaviors that inspire collaboration and confidence.

Ideal Audience:

City and county government employees, public service professionals, administrative and support staff, and anyone committed to growing their impact and influence within an organization.

STRATEGIES FOR SUCCESS IN THE WORKPLACE

This dynamic and interactive workshop is designed to equip professionals with the tools and mindset needed to grow their careers, increase their workplace impact, and align their daily actions with broader organizational success. Tailored for today's multi-generational workforce, participants will explore practical strategies to enhance communication, take ownership of their professional brand, and lead from any seat within the organization. From aligning tasks with strategic priorities to building strong working relationships and preventing burnout, this session delivers actionable takeaways that professionals can implement immediately.

Key Topics Covered:

- Aligning personal responsibilities with organizational goals
- Communicating effectively across teams and leadership
- Building leadership confidence and professional visibility
- Embracing self-driven growth and continuous learning
- Strengthening relationships to create a positive team culture
- Maintaining well-being to prevent burnout and disengagement

ASSISTING MEMBERS THROUGH THE ENERGY AUDIT PROCESS: COMMUNICATING, CALCULATING & RESOLVING HIGH BILL CONCERNS

High bill complaints can be one of the most challenging conversations for cooperative employees. This interactive program equips frontline staff with the skills and confidence needed to turn those tough conversations into opportunities for trust-building. Participants will learn how to clearly explain energy usage in simple terms, conduct step-by-step energy audits, and guide members toward practical solutions that lower bills and improve satisfaction.

Through real-world scenarios, role-play activities, and hands-on calculations, employees will gain a deeper understanding of how weather, member habits, and appliance efficiency impact energy consumption. They will also learn effective communication strategies that reduce member frustration, strengthen cooperative relationships, and enhance professional presence.

Because when cooperatives invest in training their people, the results go beyond skill-building—boosting member satisfaction, employee engagement, and long-term retention.

Key Takeaways:

- ✓ Confidence in handling high-bill complaint calls using the Listen-Explain-Solution method
- ✓ Ability to conduct a complete residential energy audit with clear, actionable recommendations
- ✓ Tools for explaining complex energy factors (like HVAC, water heating, and weather impact) in simple, member-friendly language
- ✓ Strategies for helping members reduce energy use during peak times and cut costs year-round
- ✓ A stronger understanding of how training employees directly drives member trust and organizational loyalty

Ideal Audience:

Electric cooperative employees of all roles and experience levels who interact with members, including member service representatives, field employees, and supervisors.



POWER IN THE PLAN: STRATEGIC COMMUNICATIONS FOR CO-OP SUCCESS

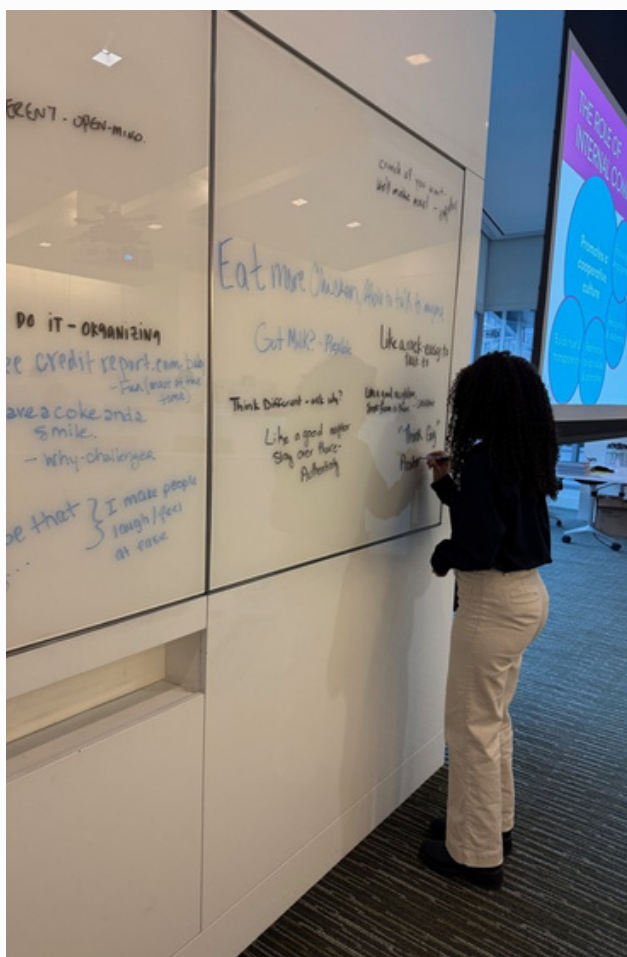
Strategic communication is more than messaging — it's a mission-critical function that builds trust, transparency, and connection with your members. In this interactive 4-hour session designed for electric cooperative communicators who are new to the industry, participants will gain tools and insights to create clear, consistent, and strategic communication plans that align with cooperative principles and priorities.

Through a mix of hands-on group activities, real-world co-op scenarios, and practical frameworks, participants will learn how to use data to inform their messaging, gain internal buy-in, and adapt their plans midstream for maximum effectiveness. Whether they're launching a new program, managing a crisis, or educating members about capital credits, this session helps communicators become proactive, persuasive, and strategic storytellers.

Participants will leave equipped with a customizable communications plan, message mapping tools, and techniques for building cross-departmental relationships that strengthen message alignment across their entire co-op.

Key Participant Takeaways:

1. The Co-op Difference in Communication:
2. Understand how cooperative values shape your messaging strategy and member expectations — and how to use that to your advantage.
3. Data-Driven Planning:
4. Learn how to gather and apply member data and feedback to create segmented, strategic, and adaptable communications.
5. Message Mapping for Real-World Scenarios:
6. Practice crafting clear, consistent key messages across appropriate channels with input from internal stakeholders.
7. Gaining Internal Buy-In:
8. Discover strategies to align with senior leadership, foster collaboration with other departments, and turn coworkers into communication allies.
9. Resilience in Strategy Execution:
10. Learn how to troubleshoot challenges, adapt communications on the fly, and keep your messaging on track during change or crisis.



POWERING COMMUNITIES: AN INTRODUCTION TO THE ELECTRIC COOPERATIVE INDUSTRY

This dynamic 4-hour workshop provides a foundational overview of the electric cooperative industry, ideal for individuals new to the sector. Participants will explore the cooperative business model, understand how electricity is generated and delivered, and gain insight into power restoration and the mutual aid process. Anchored in historical context—such as the Sherman Antitrust Act, the Standard Oil breakup, the Capper-Volstead Act of 1922, and FDR's Executive Order 7037—the session connects past policy to the current landscape of electric cooperatives.

Through engaging activities, real-world scenarios, and interactive trivia, participants will leave with a greater appreciation of the cooperative difference and how rural electrification transformed American life.

Target Audience:

- New employees of electric cooperatives
- Interns and apprentices in energy or utility programs
- Board members or directors new to cooperative governance
- Students or professionals exploring rural infrastructure or energy careers
- Community members engaged in co-op leadership or education initiatives



Key Takeaways:

- Understanding the Cooperative Model:
 - What makes electric cooperatives unique, including the Seven Cooperative Principles and their practical impact.
- How Power Works:
 - The journey of electricity from generation to end-user, including key components like substations, transformers, and distribution lines.
- Historical Perspective:
 - How policies like the Sherman Antitrust Act, the Standard Oil case, and the Capper-Volstead Act helped shape cooperative rights and protections.
- FDR's Executive Order & the REA:
 - How Executive Order 7037 launched a rural transformation by enabling the formation of electric cooperatives.
- Power Restoration & Mutual Aid:
 - What happens during outages and how co-ops support each other and their communities in times of crisis.
- Community Impact:
 - The vital role co-ops play in economic development, education, and improving quality of life in rural areas.

ONE SIZE DOESN'T FIT ALL: COMMUNICATING TO THE CHANGING MEMBER DEMOGRAPHICS

We'll delve into the nuanced art of effective communication within diverse member demographics. In today's rapidly changing world, understanding that different groups require tailored communication strategies is paramount. You'll explore the challenges and opportunities presented by evolving member demographics, emphasizing the need for personalized approaches to engage and connect with varying audience segments. Attendees will gain insights into adapting communication techniques to suit diverse member profiles, ensuring inclusivity, and fostering meaningful engagement across the board.

INTRO TO THE ELECTRIC INDUSTRY: WHAT NEW COMMUNICATORS NEED TO KNOW

A look at the key skills and knowledge new communicators need to be successful in their role today as well as prepare to be part of an evolving industry for years to come. (New Cooperative Communicators Orientation Session)



NOTWORKING: NETWORKING TIPS FOR THOSE WHO STRUGGLE TO FIT IN

Notworking is a workshop designed to help people become better networkers – even if they struggle to fit in. You may be one of the many people who believe networking and introverts don't naturally go together. Even self-proclaimed introverts often misunderstand what it means to be them. If you are an introvert who thinks they are stuck where they are in their career because they can't effectively network, keep reading. We're going to dispel some of the myths around being an introvert and offer tips on how to be a networking pro no matter how you prefer to interact with others.

12 MINUTES TO A PERSUASIVE PITCH

Use this simple technique to build a powerful pitch. Remember it's all about them. They want it. And They can achieve it. The pitch allows you to be more confident in your own story. We'll build a visual decoder that participants can take with them and use back at the office. Why a visual decoder? Because the single most effective way for people to remember words is to draw them. Then you use the decoder to build a 10-slide presentation that is the ultimate persuasion tool designed to have people on your side.

MENTORING EFFECTIVELY



"Elevate Your Mentorship: 10 Tips to Become a Superstar Mentor" is an empowering and practical talk that equips mentors with essential strategies to guide and support young individuals effectively. From building trust and open communication to fostering a positive environment, mentors learn the art of being a trusted adult in a child's life. The session emphasizes the importance of active listening, setting realistic expectations, and encouraging mentees to make decisions independently. By sharing personal experiences, mentors create a safe space for mentees to express themselves. The talk also delves into the significance of empathy, encouragement, and constructive feedback. Through real-life examples and actionable tips, mentors are inspired to set strong examples, empowering mentees to navigate challenges and build a promising future.

THE SUCCESS BRAIN

Learning how to be successful is a process. This course will guide you in this process. It begins with the development of an effective mindset and concludes with a plan for living the best year of your life.

The course can be viewed as a library of strategies and tools to be used in creating a highly successful version of your brain. The 36 lessons are contained within 5 modules. Each lesson concludes with a required task that will help you build momentum from the very first lesson.

It all begins with the mindset and learning how to be comfortable with success. Learn to deal with the negative beliefs that stand in your way. Develop a systematic approach to creating and realizing goals. Healthy and unhealthy habits can make or break your success journey.

Finally, we'll put all the information together and create a plan for living the best year you've ever had.

In this workshop, you'll learn how to:

- Create a mindset that pursues success and isn't afraid of failure.
- Attack limiting beliefs.
- Eliminate self-limiting thought patterns.
- Create intentions and goals that match your personal version of success.
- Defeat negative habits and create new, empowering habits.
- Create a plan for living the best year of your life.

Module 1, you'll find an introduction with tips to get the most out of the course. Then it's time to get busy. The important first step to developing a brain geared toward success is developing a success mindset. You'll create your own definition of success, enhance your thinking, and learn how to deal with the fear of failure. Raising your expectations and avoiding self-sabotage are also covered.

Module 2 - Attacking Limiting Beliefs Description: You now understand the importance of having a success mindset after completing Module 1. Module 2 focuses on overcoming and minimizing limiting beliefs. You'll greatly reduce the resistance in your life by completing this module.

Module 3 - The Systematic Approach to Goals Description: Goals are a necessary part of a self-determined journey toward success. Many set goals improperly and fail to fully harness the power of goals. Learn how to set your intention for the future and then make it happen.

Module 4 - Creating Healthy Habits Description: Habits are the cornerstone of success and failure. Healthy habits benefit all areas of your life. This module introduces the power of habits and how to manage them. Designing habits that support your goals from the previous module helps make success more automatic.

Module 5 - Living Your Best Life Description: This final module gives tips, advice, and insight into having your best year ever. The module concludes with a thorough example of what it takes to have a great year. You can live your best life, year after year if you're willing to do the work and stretch yourself.

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ENDORSEMENTS & RECOMMENDATIONS

CHECK OUT WHAT PEOPLE HAVE TO SAY...

- ★ “ Interactive and not a "snore-fest"! Very interesting presenter! ” ...
- ★ “ The information given is great knowledge I can take back as a soon to be crew leader and use to better help my members and employees. ” ...
- ★ “ I thought it was a great training session! I would definitely recommend it to any of my coworkers. ” ...
- ★ “ Loved the interaction exercise. Breaks up the presentation to connect to the message deeper and to have a tangible connection to the presentation. ” ...

“

Chellie Phillips spoke to our local co-op communicators right where they live and breathe, because she's been there. She gave an easy-to-follow presentation on building a member communication strategy, with a 7-step simple outline and real-world examples from her experience as a top communicator.

**Lenore Vickrey Vice President,
Communications and Editor, Alabama Living
Alabama Rural Electric Association**



”

“

Chellie Phillips is a dynamic, engaging speaker whose personality shines through in her presentations. Chellie has presented at a few of our conferences/workshops, and she doesn't disappoint! We always receive rave reviews from attendees and her love of encouraging others is apparent in everything she does.

**Glen "Marty" Davis, Jr., M.A., C.P.P Director,
Continuing Education University of West
Georgia**



”

Chellie is an outstanding and energetic speaker, bringing great positive energy, good humor and loads of practical takeaways to her presentations. Chellie knows her stuff and how to connect with an audience in an authentic way. From communications to leadership development to personal growth, she's a great speaker on a wide variety of topics. She's easy to work with and audiences love her--I would highly recommend her for your event!

Holly Wetzel, Senior Director of Marketing and Member Communications, NRECA

- ★ “ Thought provoking challenges that are doable actions to improve positive thinking. ” ...
- ★ “ Powerful, encouraging and good reminders on how to be a good person and leader. ” ...



CHECK OUT WHAT PEOPLE HAVE TO SAY...



Attendees Find Valuable

99%



of 391 attendees over 18 events



Would See Again

98%



of 391 attendees want to see more

Attendees say Chellie's talks are

Relevant		97%
Engaging		96%
Actionable		95%
Interactive		96%
Inspiring		96%

Chellie's energy, passion, endurance, and connection with the audience was beyond impressive. Her message was relatable, and her humor kept the audience's attention for the entire presentation. Our attendees left her presentation energized and excited about her message. We have already received a tremendous amount of positive feedback. I would highly recommend her to speak again.

Denise Ott, President, Atlas Management Resources

Based on the overwhelmingly positive feedback from our employees, it is evident that her workshop will have a lasting impact. Her insights have sparked valuable conversations within our organization, and her techniques for building a strong culture will undoubtedly contribute to our ongoing success.

Steve Goodson VP, Communications & Business Strategy Jones-Onslow EMC



“ I was excited about hearing about building my team, and I LOVED the starting point that I can't build a transformational team without being a transformational leader!! ”



“ Actionable strategies to become a leader and not just a boss or colleague. I can lead anyone and anywhere by focusing on service and inclusion. ”



“ Insightful and new ideas for communication. Really got me thinking about out of the box ideas and new ways to communicate. ”



“ An excellent session on effective ways to communicate and how tone and body language affects what you are trying to say. ”



“ It was very informative and entertaining. Chellie did a wonderful job explaining "Communication in the Real World." ”

ENDORSEMENTS & RECOMMENDATIONS

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