

## Webinar Series

1. ***Emotional Intelligence: The three most important EQ skills needed in business today.***
2. ***Professionalize Your Brand***
3. ***Art of One-Way Communication***
4. ***Professional Presence: The Essentials of Confidence, Credibility and Composure.***
5. ***Start My Style. Your Professional Image Update.***

A single topic is comprised of two 45 minute webinars, one week apart.

### ***Emotional Intelligence: The three most important EQ skills needed in business today.***

Objective:

Learn the skills of emotionally connecting with prospective and existing clients.

Learn the simple skills of authentic client communication by knowing how to tap into the autobiographical urge of others. Asking the right questions at the right time builds your emotional foundation with existing, or prospective clients.

Learn the power of empathy and the importance of listening well.

#### Course Delivery

Survey sent one week in advance of webinar.

#### **Webinar One: Curiosity, Resilience: Interested versus Interesting**

Revive the most important emotional skill to likeability. Realize that money (business, goodwill) flows in the direction of biographical knowledge. Think your way to a happier life.  
Homework assigned.

#### **Webinar Two: Empathy: Gold Standard of Emotional Intelligence**

Incorporate the gold standard of emotional intelligence into your life.  
Like a rare commodity this skill predominates in high-performers but is available to all.  
Homework assigned

**Presenter: Professor Paul Byrne**

## **Professionalize Your Brand**

*Take charge of your reputation – your most valuable asset – by being mindful of professional standards to envision, execute, and transform your personal brand image.*

The best opportunities for growth and development may lie in you. This webinar series draw attention to your personal brand and the impression you leave with others. You will learn how to leverage professional standards to set yourself apart and develop know-how to convey your value to others. This **two part webinar course** takes the power of impression management to the workbench to help you forge a professional brand.

Objectives:

- Appreciate the importance of personal branding.
- Leverage professional standards to set oneself apart and convey value to others.
- Develop and safeguard one's professional reputation.

### **Webinar One: Envisioning and demonstrating your brand**

Realize that all actions, big and small, exert a profound influence on others' impressions of you. Identify the professional competencies that separate good from great performers in your profession. Learn how to position yourself in the minds of clients and colleagues and to focus on one's value to others. Create a blueprint of your professional brand. Identify the qualities that help establish you as a respected member of your profession and those that can set you apart from others.

### **Webinar Two: Developing and protecting your reputation**

Learn how to signal competency and establish credibility in the minds of others. Identify vulnerabilities and threats to your professional reputation. Pursue self-improvement to improve performance on key facets of your reputation. Plan the progression of your brand over your career and recognize the vulnerabilities of and threats to your professional reputation.

**Presenter: Michael S. Mulvey, PhD**

## ***Art of One-Way Communication***

### Objective:

Learn the skills to be clear, concise, and appropriate when informing customers.

Customers do appreciate being well informed, but only when the information is relevant, profitable, and well communicated. Don't risk alienating customers with poorly executed communication. Impress all with your ability to simplify the complex, get to the heart of the matter, and motivate receivers to want to pay attention.

### Course Delivery

Survey sent one week in advance of webinar

### **Webinar One: 45 minutes on Email Writing**

#### Email Writing

- Make written communication easy to write, easy to read, and easy to understand
- Identify the reader to maximize impact
- Identify the main message to get to the point
- Focus the message to inform and persuade
- Develop the details to ensure accuracy
- Organize the structure to ensure appeal
- Write with a style that presents professional competence

### **Webinar Two: 45 minutes on the Spoken Message**

#### The Spoken Message

- Deliver a presentation with confidence and skill
- Organize your presentation structure for impact
- Reduce distracting non-verbal communication habits
- Polish delivery and make effective contact
- Make performance anxiety work for you
- Accurately analyze an audience
- Strengthen speech patterns to increase credibility
- Communicate with clarity and conviction
- Demonstrate control in difficult to control situations

**Presenter: Professor Paul Byrne**

## ***Professional Presence: The Essentials of Confidence, Credibility and Composure.***

To elevate the inner strength innate in all of us and to foster the confidence that leads to enhanced performance.

We all perform better at any and all tasks when we feel confident in our abilities. No matter the endeavor, from doing a task to having a conversation, our performance is improved when we feel comfortable and confident. The question is how to create comfort and confidence.

This webinar series explores the underpinnings of keeping your composure and self-confidence high in the midst of hardship; how to identify and overcome your self-imposed barriers and limits. Learn to create win-win solutions with everyone you work with. In this exciting two part webinar series, you'll learn how to confidently express your ideas and feelings; deal with negative, aggressive and difficult people; never feel the need to make excuses, over-explain, or over-apologize. You'll learn how to speak about your accomplishments with accuracy and confidence.

Join us for this invigorating series to empower yourself to feel and be your professional and personal best.

### Course Delivery

Survey sent one week in advance of webinar.

### **Webinar One: The look and feel of confidence**

- Attain the look of composure with the right visual impact
- Incorporate non-verbal communication to boost your sense of self
- Think rationally to protect your positive attitude
- Maximize your impressions management skills
- Enhance your self-esteem to influence your interactions
- Maintain control in difficult to control situations
- Regain composure after a stumble

### **Webinar Two: Communicate with conviction and composure**

- Confidently express your ideas and feelings
- Deal more effectively with difficult people.
- Prevent communication breakdowns
- Create and maintain a communication climate of support rather than defensiveness
- Assertively handle conflict and create psychological comfort and inclusion
- Manage expectations throughout the process to circumvent excessive demands
- Explore win-win outcomes to deal with unreasonable requests

**Presenter: Professor Paul Byrne**

## ***Start my Style. Your Professional Image Update.***

Make every shopping excursion a consumer victory. Don't spend money on clothes you don't look good in and won't wear. Save time, energy, and money in knowing what suits you. Our Image is ever evolving; fashion trends change and evolve overtime. What we wore in business in the past is not necessarily the right choice for us today.

Pre-Work (5 min): A short questionnaire about your wardrobe's dominant colour. Send two 'selfies' for your personal colour analysis.

### **Webinar One: Appearance Management (45 minutes)**

As professionals, we have a responsibility to ensure that our image contributes to achieving a professional status that announces professional credibility. The way you dress and present yourself has a pronounced effect on the image of trustworthiness and integrity that you project. Knowing how to tailor all the details of dress and image to your personal characteristics can be challenging.

Learn how to:

- Choose colours specific to your personal characteristics.- Personal Colours
- Accessorize to add interest without being distracting.
- Present your best facial image – hair, makeup, eyewear, etc.

Homework (10 minutes): Send a 'selfie' with your new colour. Silhouette solutions to look your best.

### **Webinar Two: Your Style Fall 2016 (45 minutes)**

We should look and feel our best no matter what the business or lifestyle situation. We want to express individuality, style, spirit and appropriateness for the hectic lifestyles we live in today. Our image is relevant to our everyday life. We may think of dressing for business in a routine and matter of fact way but the attention drawn to how we look impacts the decisions others make of us.

Learn how to:

- Create great looks for your colour and silhouette.
- Update your image with valuable insights into age, position, and budget.
- Choose well from the fall 2016 trends: what to buy, what not to buy, etc.

After work: Send a photo of yourself with a new outfit based on the colour and style recommended for you. Lynne will provide direct feedback on your photo.

**Presenter: Lynne Mackay. Image Consultant**

Please contact **Lynne Mackay** for pricing information. [webinars@mbg.ca](mailto:webinars@mbg.ca) , 1-877-611-1171

## Mackay Byrne Group *Performance Communications*

Mackay Byrne Group  
Ottawa, ON



Extremely practical information presented in an exceptionally professional manner. **Pfizer Canada**

The seminar was presented extremely well and specific to our group's requirements. **Ontario Power Generation**

The most useful professional three hours I've ever spent. I've left the session with new insight and effective strategies to deal with all my clients. **Astra Zeneca**

Material was relevant and easy to understand. The presenter was extremely knowledgeable and very entertaining.  
**Federal Government, HRDC**

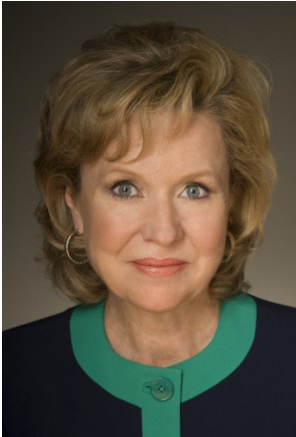
**Mr. Paul Byrne** is a senior partner and trainer with Mackay Byrne Group; he is also a professor of communications skills in Ottawa, Ontario. As a professor, he's been formally recognized for outstanding achievements in teaching and curriculum design. Corporate clients have been consistently rewarded with his ability to translate academic theory and psychological research into practical communication techniques for the workplace. His training design and delivery skills have been applauded by clients coast to coast.

His personal belief is that enhanced communication competence is a result of a heightened self-awareness, an appreciation of benefits (personal and organizational), and knowledge of easy to understand communication techniques and strategies. To this end, he consistently creates an environment that is psychologically safe, highly participatory, and above all, professionally relevant.

Paul has been facilitating personal communication skills training for over fourteen years. He has,

- A Masters Degree in Adult Education.
- Authored, and co-authored, numerous books and publications related to Performance Communication Skills in the workplace.
- Designed curriculum for the Province on Ontario.
- Enhanced the communication presence and competence of thousands of individuals nationwide.
- Developed and delivered Strategic Communication Skills training workshops for many Fortune 500 companies.

Paul is also an Ottawa based English Professor specializing in communication skills for the workplace.



**Lynne Mackay** specializes in the delivery of individual consultations, keynotes, workshops and conferences that enhance a company's human resource credibility. These include personal image, performance communications, networking, and business etiquette/professional behaviour programs. Lynne has travelled extensively in her 30 years of working with many Fortune 500 companies across North America. She has a 30 year background in personal appearance and image development and has counselled top executives in many well-known corporations. Her in-house seminars are dynamic and effective, providing valuable practical insights that can be applied by all who attend.

#### **Commissioned Publications:**

- **CCPE Webinar Series**, Council for Continuing Pharmaceutical Education
- **The Power of Your Image Canadian**, Dental Association Publication
- **The Professional Image of the Technician**, Association of Field Service Management International
- **First Impressions**, Canadian Bankers Association
- **Image: Your Competitive Edge**, Canadian Professional Sales Association
- **Guidelines on Appearance and It's Impact on Service**, Bell Canada
- **Image for Professional Women** (interactive CD)
- **We Dress For Business**, Bombardier Inc.

#### **Client Testimonials:**

*"Your presentation was dynamic and informative and was well received by all members in attendance that evening."*

**President of the Ottawa and District Scotiabankers Association**

*"Extremely practical information presented in an exceptionally professional manner."*

**Pfizer Canada**

*"The seminar was presented extremely well and specific to our group's requirements."*

**Ontario Power Generation**

*"The most useful professional three hours I've ever spent. I've left the session with new insight and effective strategies to deal with all my clients."*

**Astra Zeneca**