



WHO WE ARE

- A full-service marketing, communications and public relations firm in Hudson, Ohio.
- Specializing in strategic planning, communication strategies and trainings for school districts and agencies serving individuals with developmental disabilities.
- Specialties include marketing and public relations for municipal governments, non-profits, for-profits, school districts, health care groups and start-up entrepreneurs.

MEET YOUR SPEAKER



Tom Speaks

Tom Received a Bachelor of Arts, Political Science degree at Ohio University and received his Master degree in Political Science at the University of Akron. As a co-founder of The Impact Group, Tom has 20 years of marketing and community engagement experience.



Leadership - Now that I'm here what do I do?



QUESTION FOUR: DO YOU HAVE THE TOOLS TO DO YOUR JOB?

THAT DEPENDS. DO YOU CONSIDER YOURSELF A TOOL?

I'M A RESOURCE. LET'S AGREE TO DISAGREE.

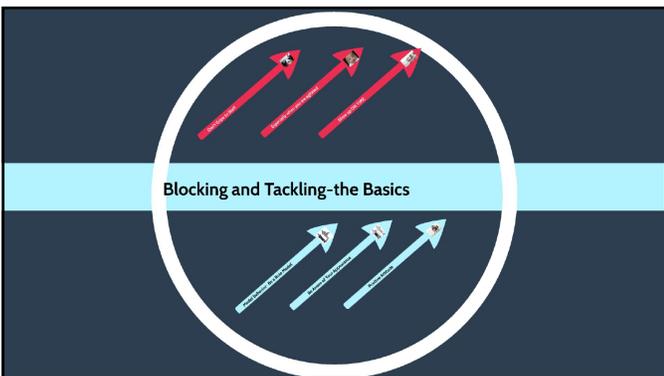












Model Behavior- Be a Role Model



Be Aware of Your Appearance



Be a Role Model

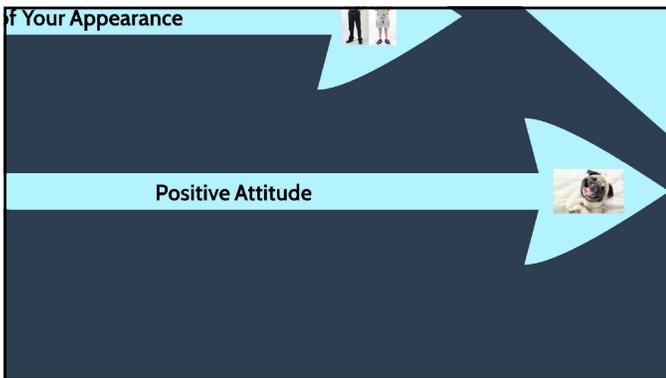


Be Aware of Your Appearance



Positive Attitude

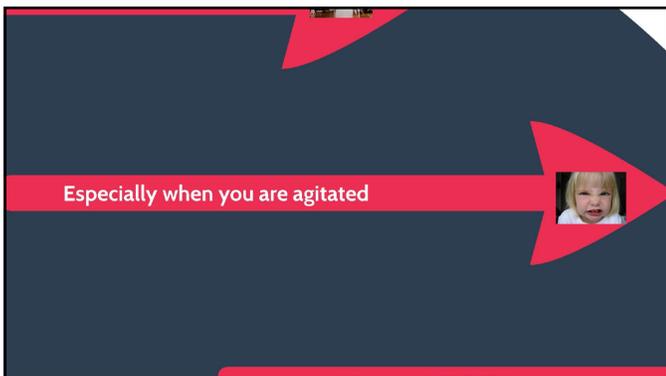




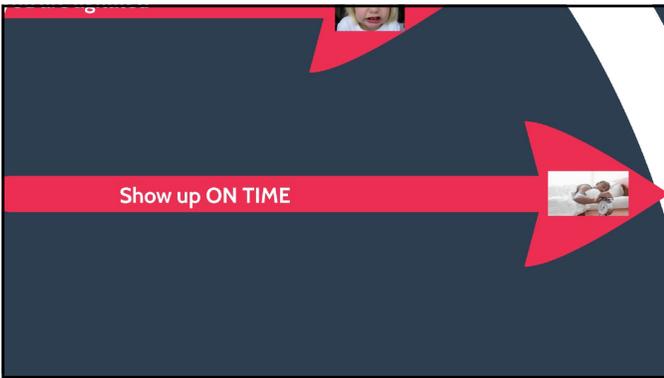












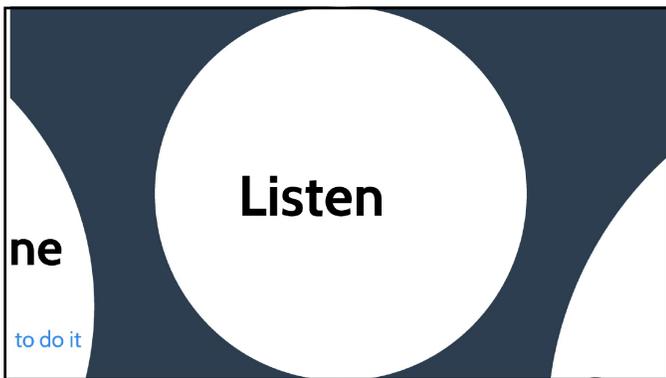






















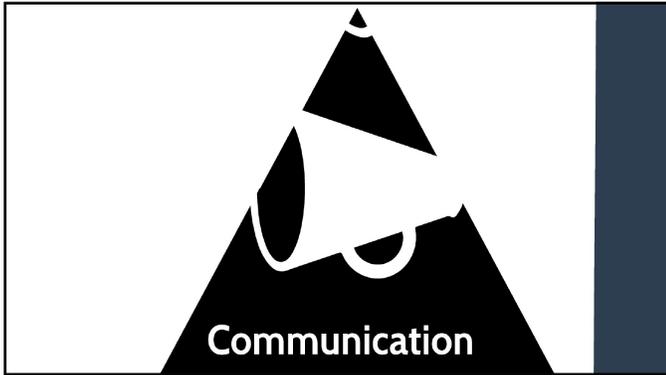
Do You Have The Whole Story?

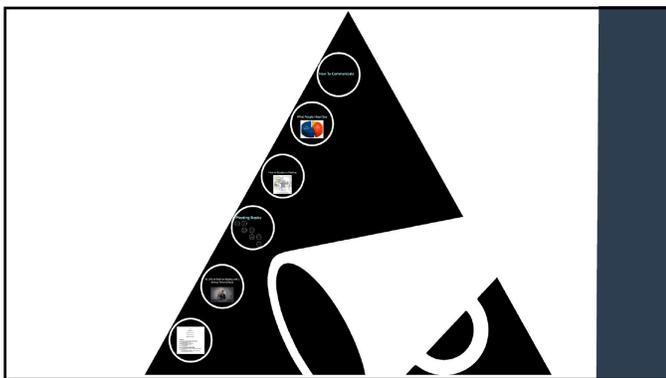
Be Aware of Your Surroundings and Inappropriate Humor



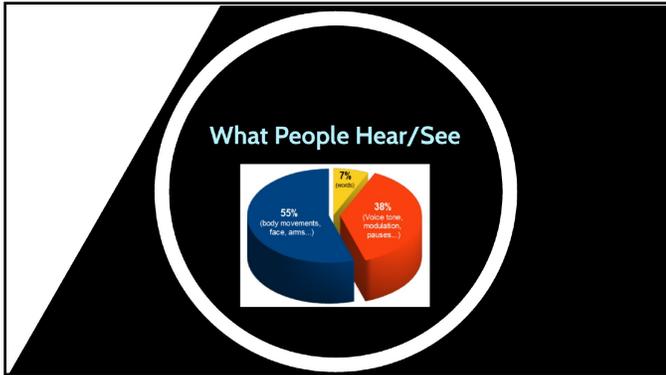
Be Loyal to the Absent

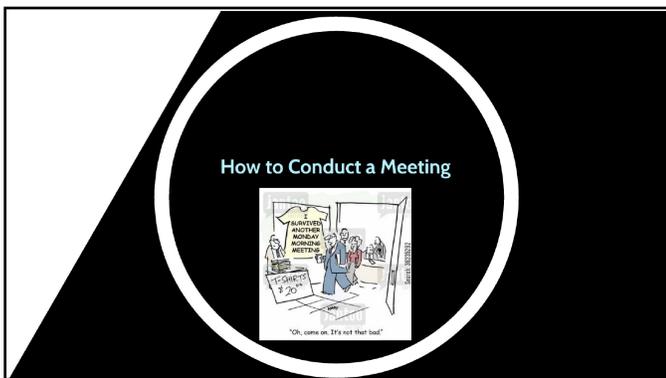


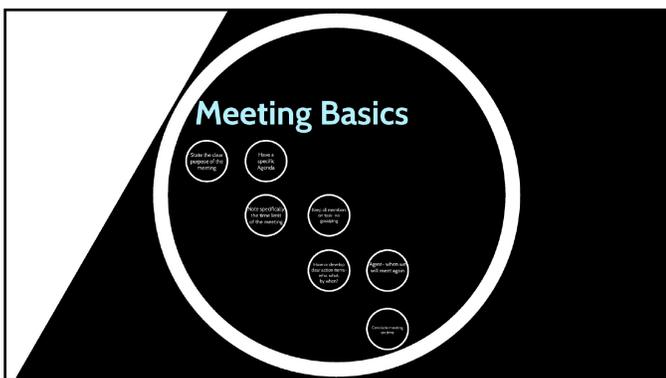












State the clear purpose of the meeting

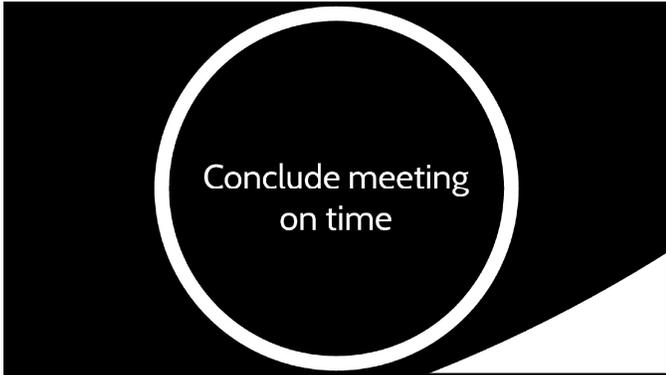
Have a specific Agenda

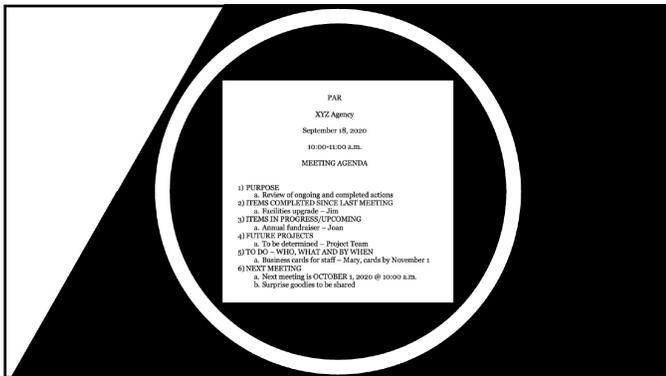
Note specifically the time limit of the meeting

Keep all members
on task- no
gossiping

Have or develop
clear action items-
who, what,
by when?

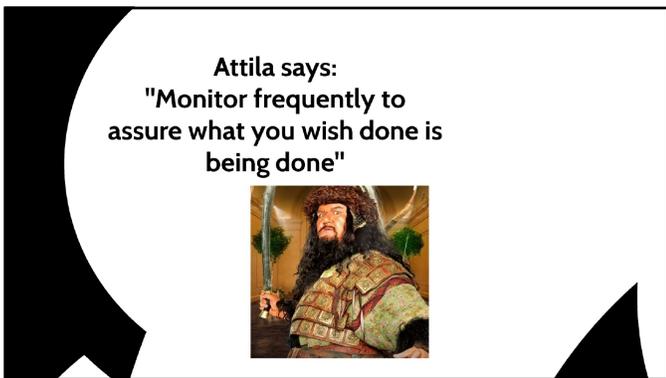
Agree- when we
will meet again













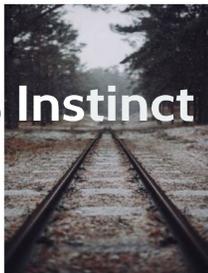
Knowledge of Your Staff's Job



The Magic Word...

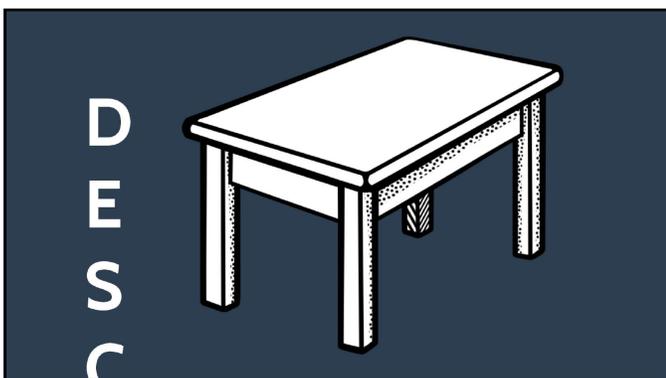


Crisis Instinct









Turn the HEAT down for unhappy stakeholders or staff

Hear- understand the other person's issue

Empathize- verbalize your understanding of the issue

Apologize- sincerely for their inconvenience or frustration

Take action- state what you will do to reduce or eliminate issues

DESC For changing or directing staff behavior

- D**escribe- the behavior of concern or in need of correction (objectively)
- E**xpress- how you feel and how it impacts the situation
- S**pecify- what you expect to happen differently
- C**onsequences- positives if change, negatives if no change

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**Time to Practice
HEAT & DESC**

Review

- Blocking and Tackling
- How to Motivate Employees
- Role of a Supervisor
- Communication
- Advanced Supervisory Skills
- HEAT & DESC

What Did You Learn Today?

- Blocking and Tackling
- How to Motivate Employees
- Role of a Supervisor
- Communication
- Advanced Supervisory Skills
- HEAT & DESC



