



POWERFUL COMMUNICATION: THE BLUEPRINT TO A  
SUCCESSFUL CAREER FOR YOUNG PROFESSIONALS  
with Will Baggett  
\$395 (US) per person

VIRTUAL SESSION (3-HOUR)

## POWERFUL COMMUNICATION: THE BLUEPRINT TO A SUCCESSFUL CAREER FOR YOUNG PROFESSIONALS

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Communication is the lifeblood of success in today's interconnected world. This virtual workshop on effective communication is your gateway to unlocking its full potential. In a world of constant distractions, honing your communication skills is the key to making a lasting impact. Join us to learn the art of persuasive speaking, active listening, and crafting compelling messages where you'll discover the secrets to engaging conversations, magnetic storytelling, and the power to leave a lasting impression. Imagine having the skills to win any audience and excel in both your personal and professional life. Your journey to communication excellence begins here!

### WILL BAGGETT

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Widely regarded as a rising star in college athletics, Will Baggett boasts an array of experiences as a former coach, author, administrator, and renowned speaker. Will Baggett joined the College Football Playoff in August 2017 after serving as Strategic Brand Management Coordinator with IMG College Licensing for two years. In spring 2017, Will was featured as a Millennial Leader by millennialleadership.com on the heels of the release of his bestselling book, *The Blueprint for a Successful Career: A Foundation for Developing Young Professionals*. He is the founder of the Executive Image. In addition, he serves as a professional development contributor to Front Office Sports and CollegeAD.com. In fall 2017, Will joined Forward Progress Athletic Consulting as a facilitator presenting regularly at institutions across the country. Will earned a Bachelors degree in exercise science from Ole Miss and a Master's in sport management from Baylor University.

# TOPICS COVERED

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## PERSUASIVE SPEAKING

ENGAGING DELIVERY: TIPS FOR DELIVERING SPEECHES OR PRESENTATIONS WITH CONFIDENCE, CHARISMA, AND ENERGY, INCLUDING EFFECTIVE USE OF VOICE MODULATION, BODY LANGUAGE, AND EYE CONTACT.

## ACTIVE LISTENING

EMPATHETIC LISTENING: TECHNIQUES FOR DEMONSTRATING EMPATHY AND UNDERSTANDING TOWARDS SPEAKERS, SUCH AS PARAPHRASING, REFLECTING FEELINGS, AND VALIDATING EMOTIONS.

## CRAFTING COMPELLING MESSAGES

CLEAR AND CONCISE COMMUNICATION: STRATEGIES FOR CONVEYING MESSAGES SUCCINCTLY AND CLEARLY, AVOIDING JARGON, COMPLEXITY, AND UNNECESSARY DETAILS THAT MAY DILUTE THE MESSAGE'S IMPACT.

## INFLUENCE THROUGH COMMUNICATION

BUILDING RAPPORT: ESTABLISHING RAPPORT WITH OTHERS THROUGH GENUINE INTEREST, ACTIVE LISTENING, AND SHARED EXPERIENCES TO FOSTER TRUST AND COOPERATION.

FOR REGISTRATION PLEASE CONTACT: **Evangelia Zouras** - IMS Regional Director - New-York  
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