



Professional Development Offerings

Hands on workshops for small to large teams featuring coaching and training offered in both in-person and virtual formats

Leadership and Team Building

Strengthen development and cohesion of teams.

Topics covered:

- Identify individual and team strengths using CliftonStrengths
- Build trust among the team
- Adopting a Growth Mindset – helping one another grow
- Worksheets and communications self-assessments to help identify leadership and communication styles

Leading Teams with Diverse Talent

Unlock the potential of diverse individuals and strengthen the team overall.

Topics covered:

- Identify individual and team strengths using CliftonStrengths
- Building Trust (with specific tips for managers whose teams are remote/hybrid)
- Fostering Safety, Belonging & Mattering across a dispersed and diverse team
- Worksheets and self-assessments to help identify team strengths and build trust

Manager Training

Equip managers to provide effective performance feedback.

Topics covered:

- Coaching as a management style – tips on adopting a coaching style for ongoing performance feedback
- Giving effective feedback – a deep dive into the book Radical Candor with interactive exercises to practice giving feedback in a variety of situations
- Understanding team strengths (*CliftonStrengths*) and how to coach team members with diverse talents
- Worksheets and self-assessments on management and coaching styles

Executive Presence

Increase individual and team executive presence and effectiveness.

Topics covered:

- Understanding Executives – personalities, expectations and determining their needs (e.g., asking high-impact questions)
- Practical tips for strengthening written and oral communications
- Showing Up as a Strategic Advisor – bringing a POV and communicating with confidence
- Worksheets and practical tips to strengthen communication effectiveness

The Power of Communications

Enhance the communications effectiveness of a team.

Topics covered:

- How You Show Up Matters: Your mindset & nonverbal communications
- Understanding Your Audience – personalities, expectations and determining their needs
- Reading the Room – observing body language and dynamics
- Commanding a Room – a focus on strong oral presentation skills
- Providing Strategic Counsel – asking “power questions,” using reflective listening, and helping business partners align with business priorities
- Practical tips for strengthening communication effectiveness

Executive Coaching

Individual and small group coaching to equip leaders and managers to effectively lead teams.

Topics covered:

- Name, Claim and Aim individual strengths (*CliftonStrengths*)
- Identify areas to grow and set SMART goals
- Focused feedback, tracking and accountability

Presentation Skills

Enhance public speaking and presentation skills.

Topics covered:

- Knowing your audience (including media, professional audiences and executives)
- Developing effective content
- Delivering with confidence
- Using PowerPoint and visuals
- Exercises and practice sessions

Pricing

The workshops can be adjusted and delivered as webinars, half-day or full-day workshops. Similarly, they can be delivered in-person or virtually.

- Virtual webinars (60 or 90 minutes) = \$2,500
- Virtual half-day sessions = \$4,000 (this can be split across 2 days)
- In-person sessions = \$5,000 (day rate + travel costs)
- Executive Coaching
 - 3-sessions = \$900 (includes a CliftonStrengths assessment)
 - Additional coaching sessions = \$250/session

Melissa (Missy) Kraus Taylor



Missy is a coach, facilitator and trainer with three decades of experience in strategic communication and public relations. Consistently rated by participants as an engaging, enthusiastic and knowledgeable presenter, she has traveled around the globe conducting trainings and workshops on management and leadership, team development, storytelling, and presentation skills. During her 24 years with Porter Novelli, she worked with a wide range of organizations including the Centers for Disease Control and Prevention, Almond Board of California, Eli Lilly and Company, Operation Smile, HP and P&G. A Gallup-trained CliftonStrengths coach, Missy loves to help people unlock their power and the power of their teams for good.

