



Mission to Market: Communication Skills for Entrepreneurs

Tech Alley Henderson • Global Entrepreneurship Week • Veterans Month



About CyRoot Academy

CyRoot Academy is a 501(c)(3) charitable organization making tech education accessible to underserved communities. We provide technical training at no cost to military members, veterans, military spouses, people with disabilities, and those seeking career transitions.

Crucial Conversations® for Mastering Dialogue

A certified training course presented by CyRoot Academy. Learn to navigate high-stakes conversations with confidence and skill.

What You'll Learn:

- Speak up when stakes are high without damaging relationships
- Stay composed when feeling angry, defensive, or intimidated
- Create safety so people feel comfortable being honest
- Listen in ways that encourage others to share concerns
- Turn difficult conversations into decisions and results

Course Details:

Format: Five 2.5-hour virtual sessions

Schedule: Jan 26-30, 6:00-8:30 PM

OR Feb 2, 4, 9, 11, 18, 6:00-8:30 PM

Investment: \$997

Includes: Digital materials, eBook, certificate, 6 weeks of support

Your Certified Instructor:

Dr. Jessica Parker, founder/president of Wise Bites LLC and CyRoot Academy Vice President, brings 25+ years of experience navigating high-stakes conversations in global IT leadership.

Learn More & Register



Crucial Conversations® is a registered trademark of Crucial Learning. CyRoot Academy is an authorized training provider.

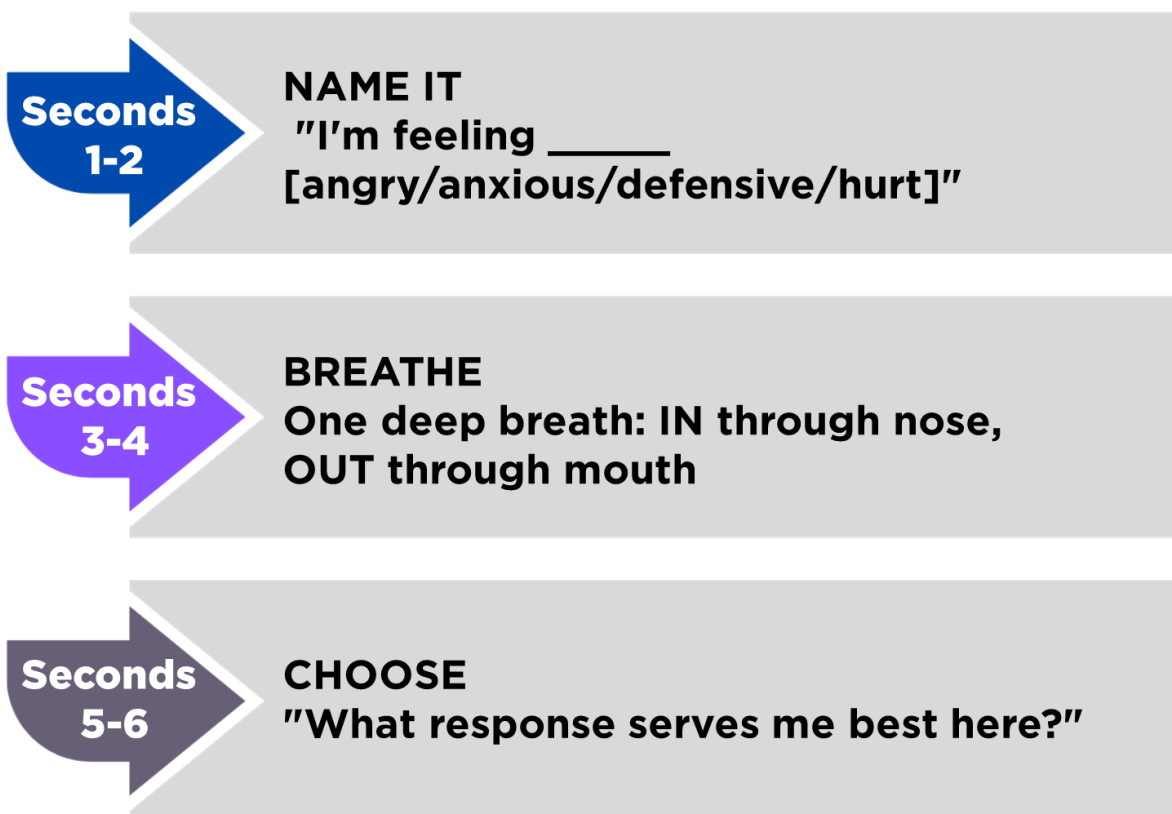
The Six-Second Shift

Your Emotional Reset Tool

What's Happening in Your Brain

When you perceive a threat—whether it's criticism, conflict, or pressure—your amygdala (emotional center) can override your prefrontal cortex (thinking center) in milliseconds. While this kept our ancestors alive, it can sabotage us when we react impulsively to non-life-threatening situations.

Your Six-Second Intervention



REMEMBER

You can't prevent emotional triggers, but you CAN train yourself to respond rather than react. The Six-Second Shift gives you space between stimulus and response—that's where your power lives.