



PROFESSIONAL DEVELOPMENT

Leading on the Lattice

For: Partners, executives, middle managers, senior professionals; mentors, sponsors and career coaches

Format: 3 to 4 hour hands-on workshop (depending on customized goals and content); 5 – 10 participants

Firm partners and managers most likely rose up the traditional corporate ladder – the up-or-off, linear definition of career success. But in all industries, the ladder is rapidly being replaced by career lattices – flexible, over-and-up modes of growth that celebrate lateral *and* upward moves. How can you lead in a latticed world if you rose up the ladder? You can't speak from your own experience with strategic lateral moves when you had few or none. You can't tell rising leaders 'do as I say, not as I did,' because that's the definition of hypocrisy. How can you lead authentically when your own career story has been made obsolete by changing business and career trends?

This communication intensive translates some of the compelling lessons of [The Career Lattice](#) (McGraw Professional, 2012) to techniques partners and executives can use for authentic leadership and more effective mentoring, sponsoring, career coaching and presentations. Through discussion, presentation and personal exercises, participants will:

- See their own career journey and personal experience through the prism of career lattices
- Understand how to assess their workplace culture on the ladder-to-lattice spectrum
- Apply the underlying universals of career growth and trust-building communication to laddered and latticed workplace cultures and conversations
- Understand how to 'read between the lines' when mentoring rising leaders whose career & life context is primarily shaped by career lattices (based on research from the 2013 Accounting MOVE Project)
- Gain insight into deploying the power of peer influence to retain and develop millennials and Gen Xer's

“Always On the Record” : 3 Foolproof Techniques for Developing and Delivering Messages for Media & Social Media

For: Partners, executives, subject matter experts, communication staff

Format: 5 to 6 hour hands-on workshop (depending on customized goals and content); 3 to 5 participants

Anything you say could be immortalized forever online. The stakes have never been higher for on-the-record interviews and social media communication – for corporate and personal reputation, authority and influence.

That means that every individual who might be interviewed by a journalist or influencer; asked to contribute to a guest blog or industry discussion; or post social media content must be equipped with foolproof formulas for quickly crafting and delivering a true and polished message.

This intense workshop opens with a dissection of the definition of ‘newsworthy’ so participants can quickly identify engaging message concepts. Then, participants learn three proven techniques for quickly crafting on-point messages. Mastery of each technique is driven home through short practice interviews with a journalist (under confidentiality agreement) that challenges participants to use the techniques to stay on point while on the record. Cleaver draws from her experience as a staff deputy business editor with the Milwaukee *Journal Sentinel* and her extensive background training and coaching business and nonprofit leaders in effective interviewing skills.

Through presentation, discussion, and practice interviews, participants will:

- Be able to quickly sift through the ‘noise of news’ to identify trends most relevant for organizational and personal messaging and authority
- Develop compelling angles from those trends to craft quote-worthy messages for use during interviews with media, analysts, and influencers
- Master three proven formulas for crafting messages and navigating interviews
- Gain confidence and competence in on-the-record interviews, minimizing the chance of misquote while maximizing the chance of achieving messaging goals
- Streamline collaboration on message development between subject matter experts/executives and communication staff

Use the News

For: Emerging leaders and subject matter experts, executive assistants, communication staff

Format: 2 hour hands-on workshop; 10 – 40 participants

What is newsworthy...and what's not? There have never been so many channels for news – from social to traditional – each hungry for interesting information. But it can be confusing and mystifying to discern what journalists and audiences crave and what bores them. Who better to explain it than a former newspaper editor and newswriting adjunct at Northwestern University's Medill School of Journalism?

In this lively session, through presentation, role-play and practice, participants will learn:

- The classic definition of news – and how to know it when they see it
- How to draw on both professional and personal experience and expertise as a source or contributor to organizational messaging and media coverage goals
- How to craft an initial pitch that will draw the interest of a journalist or frame a shareable social media post

When support and communication staff can talk the language of news as outlined in “Use the News,” they will be able to collaborate quickly and efficiently to generate news for traditional interviews, social media, and the whole spectrum of internal and external communications. Junior staff and subject matter experts are often asked to lead social media projects. Once the technology is mastered, what will they say through it? “Use the News” gives them a framework that ties back to organizational messaging goals, strategies and protocol.

About Joanne Cleaver

A former deputy business/real estate editor with the Milwaukee *Journal Sentinel* and journalism adjunct at Northwestern University, Cleaver is a nationally published journalist and communication consultant whose work has appeared in publications from *Crain's Chicago Business* to *Working Mother* to *Good Housekeeping* to *Inc.* She designed and managed *Working Woman* magazine's Top 25 Companies for Executive Women, then spun that into the MOVE Project methodology, which today supports research that measures and supports the advancement of women in several industries, including public accounting, transportation and cable television. ***The Career Lattice*** (McGraw Professional, 2012) is Cleaver's seventh book.

Her strategic communication firm, Wilson-Taylor Associates, Inc., helps organizations and individuals figure out what to say to whom, through content strategy and execution and through communication training, consulting and coaching. A seasoned communication coach and trainer trained by the Bob Pike Group, Cleaver wins top marks for the sessions she has led for associations, nonprofits and companies.

Learn more at www.thecareerlattice.com and www.wilson-taylorassoc.com. Reach her at 312. 650. 5064 and jycleaver@wilson-taylorassoc.com.