



## **Program Topics for Business Professionals**

These are informative, fast-paced, entertaining, interactive and invaluable presentations designed for professionals who are interested in excelling in their careers and in their lives. At the core of each program is communications, which is virtually at the core of our relationships, attitudes and success. Susan is a certified practitioner in Neurolinguistic Programming (NLP), the breakthrough business, communications and psychology tool that's used by top business leaders, politicians and athletes worldwide.

- **"Attitude Adjustment 101"**
- **"Living Emotional Intelligence"**
- **"Communicating with Confidence"**
- **"Changing the Game"**
- **"Powerful Presentations: How to Speak from the Heart"**
- **"Bridging the Gap in Workplace Communications: Building Sales and Success"**
- **"Four Letter Words for Success: An Entrepreneur's View of Work and Life"**
- **"Living with EASE-How to Develop Lifelong Business Success"**

## **Program Topics on PR, Media & News:**

These are informative, fast-paced, entertaining, interactive and invaluable presentations designed for business and nonprofit professionals who want to leverage the media to promote and publicize their organizations. Susan is an award-winning broadcast journalist from the most competitive media market in the country, New York City. She has spent her 25-year communications career supervising chaotic newsrooms, managing breaking news, administering NJ Governor Christie Whitman's Office of Radio & TV, overseeing crisis communications and pitching her public relations clients to the media. Learn the mindset of the media direct from a seasoned pro and recovering news reporter!

- **"Proactive Public Relations: How to Get Free Press"**
- **"Savvy Media Relations for Nonprofits"**
- **"Crisis 9-1-1: How Leaders Can Develop a Crisis Communications Plan"**
- **"Powerful News Interview Techniques for Business Professionals"**

