

FREE SOCIAL WORK CEU

Only 100 seats available, so sign up fast!



Engage: Communicating and Connecting with Today's Families and Co-Workers

Date: August 25, 2011 **Time:** 11:30-1:30 **Credit Hours:** 1 CEU **Lunch:** Provided

Location: MAC West (Missouri Athletic Club) **RSVP:** Sue Gilmor at Sue@ContinuumCare.com or 314-686-4452

CEU Outline – “Engage” training ~ *Steve Hughes, author and professional speaker*

Course Description: Every day social workers find themselves in challenging circumstances in which they have to communicate difficult messages. How do you get your ideas across? What really works? By understanding how people want to be engaged and the ways they process information, anyone can learn to confidently connect with and impact others. Engage is a dynamic program that combines the time-tested wisdom of the Greek philosophers with the latest insights from today's leading storytellers: Madison Avenue and Hollywood. This innovative program also incorporates the latest psychological research on attention span and high-stakes communication. When all of these factors are applied correctly, you can connect with audiences so that they listen more, retain more and act on the your recommendations.

Attendees will discover how to:

- Make a powerful first impression and then build on it throughout your presentation.
- Establish credibility, appear dynamic and motivate listeners with persuasive delivery skills.
- Be clear, concise and have impact every time.

Learning objectives:

1. Recognize how people absorb information and make adjustments accordingly.
2. Overcome common mistakes that many speakers make.
3. Come across as confident, knowledgeable, and accessible.
4. Increase your enjoyment while creating and making presentations.

Instructor qualifications: Steve Hughes is the President of Hit Your Stride, LLC, a communications consultancy that helps people look and sound smart when they talk. His seminars have been featured on NPR and BBC Radio and he is the author of the upcoming book *Better Faster Speaker* (Waterfield Press). Today he works with a host of blue-chip clients including: MetLife, Boeing, Nestle Purina, American Marketing Association, and six state bar associations. Prior to launching Hit Your Stride, Steve spent 12 years in advertising and public relations – most recently he was a co-owner at a 40-person advertising agency in St. Louis. Steve holds a BA in French Literature and European History from the University of Kansas and an MBA in Marketing from Washington University, where he was awarded the Olin Cup.

Length: 1.75 hours total (45 minutes for lunch, networking, intros, and 1 hour for CEU)

This program has been pre-approved by the Commission for Case Manager Certification to provide a continuing education credit to Certified Case Managers (CCMs)

CEU training and lunch is hosted by:

