



BRIDGETT *McGowen*

Awarded International Motivational Speaker



BIO

Bridgett McGowen is an international speaker and the founder of the public speaking coaching firm, BMcTALKS, LLC. McGowen works with individual clients on improving their communication skills to master their presentations, engage and connect with their audiences, and close career-defining deals. She also works with large and small organizations serving as a professional and faculty development consultant. Her prime role is to assist clients in identifying needs, developing action plans, and facilitating change to enhance the success of careers and organizations. With a master's degree, she has presented at countless conferences, colleges, student organizations, corporations and universities around the country. Teaching effective global communication techniques as a certified advanced facilitator, McGowen has designed and facilitated for national and international audiences scores of high-impact webinars and workshops on improving productivity, efficiency, communication, and employee morale. With undeniable talent garnering real results for clients, McGowen has been selected to speak at conferences and events with numerous notable figures to include Former President Barack Obama, Oprah Winfrey Mentee Mpumi Nobiva, and Senate Majority Leader Dr. Bill Frist.

In addition to being a presentation skills coach and a dynamic professional speaker herself, McGowen is a published author. In line with her mission to help businesswomen learn how to lose presentation anxiety and command their audiences, McGowen has recently written and published *Master Your Message: The Workbook*. In it, McGowen shares her steps to getting individuals to communicate their thoughts more effectively, confidently, clearly, and concisely with less fear and more focus. McGowen's overall goal, through public speaking coaching and her book, is to help people stand out as leaders in their careers and enhance their personal lives.

McGowen is currently preparing for multiple speaking engagements across the nations and is accepting opportunities as a presentation skills coach and as a keynote speaker for empowerment, women's success, and business conferences.



AUDIENCES

- American Business Women's Association
- Arizona Private School Association
- Association for Talent Development
- Career Connectors (Phoenix, AZ)
- Career Education Colleges and Universities
- Chandler Chamber of Commerce (Chandler, AZ)
- Doña Ana Community College
- Kentucky Fried Chicken
- LifeLock
- McGraw-Hill Education
- Symantec
- Turnitin
- Unitek College
- Vanguard Investments
- Western Technical College

PROGRAM INFORMATION

WHY ISN'T ANYONE FOLLOWING ME?!

THE GO-GETTER'S GUIDE TO LEADERSHIP, ACCOUNTABILITY,
& COMMUNICATION

DESCRIPTION: You communicate with your fellow leaders on a regular basis, and for the most part, it feels like your message should be relatively effective. For the most part. But there are times when ... well ... it's not so effective, and your messages get crisscrossed and lost in a fog. In this interactive session, learn the barriers to effective communication, explore your own personal communication and personality styles, and understand how to help others better connect with you.

In this interactive session, you will know how to hone your leadership skills, engender trust among your fellow leaders, understand how to agree to disagree, and a cultivate a positive perception of accountability that continues to move everyone forward toward one goal.

OBJECTIVES:

Upon conclusion of this high-energy, interactive session, participants will know :

- the difference between vision and mission
- why team cohesion and leadership can breakdown
- how to better engage with each other
- what everyone needs to do individually and collectively to move a team toward a common goal



PROGRAM INFORMATION

THE CUSTOMER SERVICE IS ALWAYS RIGHT

DESCRIPTION: What do you do when it feels like clients and customers have pushed you to your limits? You want to give nothing but your best to get them the help they want, but it seems to go south; it goes all wrong. Or even worse, the client goes all wrong with a lack of decisiveness or with emotionally charged tensions of wanting answers and wanting them NOW!

Explore how to turn all of this around with some easy-to-use steps that will **de-escalate emotions and make each client feel valued**. And the bonus is when you use these steps to ensure you provide customer service that is always right, not only will you uplift and support your clients, but you will walk away feeling and looking like an absolute rock star yourself!

OBJECTIVES:

Upon conclusion of this high-energy, interactive session, participants will know :

- what can get in the way of providing world-class service
- what you can do to keep situations from escalating
- how you can create a positive experience for both you and the client
- barriers to communicating with clients
- what drives behavior
- 7 things to do that position you to provide world-class service

BREAKING BARRIERS: GLOBAL COMMUNICATION IN CHANGING TIMES

DESCRIPTION: You communicate on a daily basis, both for personal and professional reasons. For the most part, it feels like it's effective. For the most part. But there are times when ... well ... it's not so effective, and your messages get crisscrossed and lost in a fog.

In this interactive session, learn why global communication techniques are necessary more than ever. You will learn the barriers to effective communication, you will explore your personal communication style and how to help others better connect with you, and **you will receive practical techniques for improving your own communication skills**.

OBJECTIVES:

Upon conclusion of this high-energy, interactive session, participants will know :

- the barriers that inhibit communication;
- their personal communication styles; and
- techniques to help them bridge and adapt to differences and improve overall communication skills to improve team performance

PROGRAM INFORMATION

PRESENT LIKE A ROCK STAR ... NO CAPE REQUIRED

DESCRIPTION: Who wants to fit in when it can be so impressive (and so much more fun) to stand out?

In this interactive session, you will get answers to questions such as ... How do I tailor my presentation to fit my audience? What do I do when I get a difficult audience member? How do I make my presentations completely unforgettable? With the techniques presented in this session, **you will know how to get in front of any audience and deliver your content in a manner that sets you apart from the competition.** You will know precisely how to tailor your message, how to bend ears, how to use words that wow, and how to put power in everything you say!

OBJECTIVES:

Upon conclusion of this high-energy, interactive session, participants will know :

- a methodology that effective facilitators use;
- how to grab the audience's attention;
- how to keep everyone engaged; and
- how to deliver presentations with maximum impact.

LECTURE LIGHT SHINE: HIGH-WATTAGE (AND LOW-STRESS) MUST-HAVE TEACHING TECHNIQUES FOR YOUR FACULTY

DESCRIPTION: Your admissions staff gets students started on their path to an education. Your financial aid office locates resources for students to pay for that education. Your counselors track students and the progress they make with their education. And your educators are prepared to ensure students earn an education. Or ... are they?

When you do the math, students spend, on average, more time in classrooms than they spend in the admissions, financial aid, or counselor's office. What practical tools do your educators have that ensure all those hours in the classroom are more than lectures but that they are times of exchange, discovery, and inquiry?

Attend this interactive session to **learn the four things every educator must do in each class session to ensure students are focused on the course content and that they are engaged.** You will have easy-to-use techniques to take back to your faculty so they know how to deliver lectures in a manner that is not only informative but that also results in the retention and persistence of engaged and illuminated students.

OBJECTIVES:

Upon conclusion of this high-energy, interactive session, participants will know :

- immediately get students' brains focused on the lecture content;
- invite student participation; and
- draw in the most silent of students.

THE CONFIDENT PROFESSIONAL

The Confident PROfessional provides students with the tools needed to gain the competitive edge to catapult their careers to greatness. Applying nearly 20 years of experience gained in private practice, professional development leadership, higher education consulting, presentation skills coaching, and post-secondary teaching, Bridgett assists individuals in moving from where they are in their communication skills and professional acuity to where they want to be.

In this interactive, high-energy, three-hour session presented by The Confident PROfessional, participants hear from this accomplished business leader who has been in corporate America and who understands what it takes to not only know how to become a part of a team but how to excel and contribute to the team via the powerful use of soft skills with effective communication techniques as a fundamental foundation. The session is based in adult learning theory and include a balance of active lecturing and any combination of hands-on exercises, role plays, readings, writings, and participant discussions. Students effectively improve their marketability and professional performance and know how to truly embody being The Confident PROfessional.

WHAT WILL FUTURE BUSINESS PROFESSIONALS GAIN?

The Confident PROfessional participants know how to:

- Understand and demonstrate social acuity in professional settings;
- Exhibit ideal/preferred professional character traits and professional attitudes;
- Speak with confidence, and put power behind their words every time they speak;
- Command the attention of any size audience; and
- Articulate individual skills that demonstrate global appeal/ability.

THE CONFIDENT PROFESSIONAL

WHY COLLEGE STUDENTS?

College students spend years becoming masters in their chosen professions, learning as much as they can. Before departing their college campuses, their time is spent in classrooms, labs, workshops, and internships; little time is spent in a corporate environment where they will spend the majority of their adult lives; and as such when they arrive on corporate campuses, they are not 100% ready for corporate expectations.

Each company has its own culture, and when an employee enters a new work environment, some rules are unwritten. It is the employee's responsibility to navigate this unfamiliar territory and learn what is expected and acceptable and how to avoid that which is not. This is either incredibly difficult or exceptionally easy; the difference simply depends upon one's knowledge of professionalism and soft skills and how to demonstrate one has them. The faster new employees can effortlessly fit in and simultaneously demonstrate their value to the company and their co-

workers, the better and the faster their rise in corporate competencies and killer confidence.

Simply put, rules for succeeding are constantly changing, and employers want professionals who are formally educated and technically skilled but also need (and expect!) professionals who are - well - professional! The Confident PROfessional takes the guesswork out of it for students. They do not have to wonder about the traits and characteristics necessary for career success, and companies do not have to invest in capital to teach these soft skills. The Confident PROfessional will clarify for students what they need to know when it comes to what the world of work expects of them. They will receive practical strategies that reveal what it means to be real professionals with behaviors and attitudes that make them indispensable and not just names on company rosters.





TESTIMONIALS

“ Bridgett makes any topic fun to listen to as well as a memorable learning experience. Her presentation at our national sales meeting was so well received, I asked her to adapt the presentation for our inside sales reps and deliver it again via webinar. After the extreme positive response from one team, it was repeated and recorded to be used in all future new sales rep trainings.

- **Shanna S.**

“ [Bridgett] had just the right mix of attitude and excitement to keep your attention and stir in all the variables an instructor has to deal with. She is very good at what she does.

- **Larry B.**

“ She was pretty amazing and dynamic. She motivated me!

- **Margie A.**

“ Really enjoyed it. Very informative. She was excellent. We should have more of that type of in-service.

- **Juan G.**

“ I liked that she treated us like adults. ... She kept things from getting boring, and spoke to us, not at us.

- **Roberta P.**

“ Bridgett is one of the best presenters with whom I have ever worked. She is dynamic, professional, and inspiring. She always delivers the required objective, to the intended audience, in a most fun, interesting, and innovative way, in both online and face to face formats. And most importantly, at the conclusion of her presentation, the audience is satisfied, enthusiastic, and eager to return for more sessions.

- **Robert O.**

“ Bridgett is the consummate professional who works tirelessly to make sure that she both connects with her audience and leaves them with tangible deliverables to use in their respected professions.

- **Trent B.**



CONTACT

202.630.1218

bridgett@bridgettmcgowenhawkins.com

www.bmctalks.com

