

Legacy Content Areas & Topics

Dr. Michael G. Strawser, a powerful presenter and communication scholar-practitioner, delivers workshops, keynote addresses, and communication consulting services on topics ranging from talent management to teamwork. Michael offers individuals, large and small businesses, and professional organizations a range of communication-based training and development. An Assistant Professor of Communication and the Director of Graduate Programs at Bellarmine University, Dr. Strawser also is the owner of Legacy Communication Training and Development based in Louisville, Kentucky. Michael is available at reasonable rates as a speaker, corporate trainer/consultant and education specialist. Visit his website: www.legacyctc.com or email messagelegacy@gmail.com for additional information. A list of seminar/workshop topic areas and consulting opportunities is available below:

Seminar and Workshop Topic Areas:

Maximizing Millennials

Communicate the Complex: Developing Powerful and Persuasive Presentations

Managing the Talent around You

Transformative Leadership and Management

Building Bridges: Teamwork in the Digital Age

Corporate Communication for the 21st Century

The Academic in “Public”: Translate your Research for General Audiences

Teaching and Learning and Instructional Design

Full-Scale Consulting Areas:

Communication Audits: Comprehensive communications audits give you an objective perspective of Financial Statements, Business Culture and Communication obstacles in your business. I will uncover the challenges hindering you from achieving the level of effectiveness you desire.

Training and Development/Instructional Design: I can assess your current training and development opportunities and work with your team to develop timely and relevant revisions to current curriculum.

Higher Education/Teaching and Learning: I can help you and your faculty develop the essential tools for engaging the next generation of learners.

Church Consulting: As a member of the Society for Church Consulting, Dr. Michael Strawser can provide consulting related to church effectiveness, leadership transition, culture and strategic planning-among other topic areas. Dr. Strawser, a PhD in Communication, also has seminary training from Southern Seminary in Louisville, KY (Master of Divinity, 2011).

Topic: Most Popular

Title: Maximizing Millennials

Paragraph Overview: Millennials are unique. Unlike the Silent Generation, they are viewed as entitled with a minimal work ethic. Unlike the Boomers, money and consumerism are not as important or necessary. Unlike Gen X, Millennials are collaborative and want to hear the other and be heard. These unique generational traits make Millennials a target for discomfort and their unique wiring presents challenges to the status quo and, maybe more importantly, potential misunderstandings with members of other generations (especially in the workplace). Sadly, the millennial reputation has become routine fodder for jokes and sly remarks. You've heard it all-Millennials are lazy, entitled, high maintenance (and they are) but they are also networked, well-traveled and really tech-savvy. Your organization has probably become over-run with millennials-if it isn't, it will be. This session will address broad generational differences but also specifically how to recruit, retain, and effectively maximize millennial talent.

Outcomes: At the conclusion of this workshop, trainees should be able to...

- 1) Identify key differences between generations.
- 2) Develop strategies to engage different generations in the workplace.
- 3) Understand how to influence and motivate millennial employees.
- 4) Maximize organizational culture to utilize millennial talent.
- 5) Manage and onboard millennial talent.

Audience: This workshop is perfect for organizations who want to grow in their understanding of generational differences, especially millennials. Entire units and departments, or management groups would benefit from this session. Individuals looking for a broader understanding of generational differences may also benefit.

Topic #: 1

Title: Communicate the Complex: Developing Powerful and Persuasive Presentations

Paragraph Overview: Have you ever felt like you are not being heard? Is your message constantly misunderstood? Or, are you just looking for help organizing, developing and delivering powerful presentations that inspire, motivate and provide accurate information? If you answered yes to any of these questions, this workshop is for you. This workshop helps participants develop and create presentations that influence audience members. This workshop is also great for those looking for public speaking fundamentals like nonverbal communication, vocal pitch and tone, audience analysis, self-presentation and basic messaging.

Outcomes: At the conclusion of this workshop, trainees should be able to...

- 6) Identify key components of effective messages.
- 7) Deliver powerful presentations, to unique audiences that focus on your desired outcomes.
- 8) Understand how to persuade and influences audience members.
- 9) Design engaging presentations using visual aids, like PowerPoint or Prezi.
- 10) Deliver clear presentations.
- 11) Construct presentations that use story-telling to bring topics to life.

Audience: This workshop can be tailored to any audience group (or, even, individuals looking for presentation coaching). Corporate audiences may find this workshop appropriate for helping a team develop an effective business presentation. Local organizations and non-profits may find the ability to reach varying stakeholders, like donors, appealing. Individuals, looking for a public speaking refresher, or individual coaching, would also benefit from this session. This workshop is available as a half-day, full-day, or multi-day offering.

Topic #: 2

Title: Managing the Talent around You

Paragraph Overview: Talent management has become a popular (and necessary) topic for businesses and organizations alike. Generational differences have shed light on the challenges of managing talented employees, especially, when recruiting and retaining millennial talent. Despite, the difficulties, effective talent, and people, management can make or break an organization. This talent management also includes the ability to maintain/retain and influence employees through rewards. To address these issues, this workshop focuses on talent acquisition, selection and retention, especially millennial talent.

Outcomes: At the conclusion of this workshop, trainees should be able to...

- 1) Understand basic principles necessary to manage four generations (Boomers, X, Millennials, Z) in the workplace.
- 2) Develop strategies to recruit and retain millennial talent.
- 3) Summarize generational differences, especially from a professional perspective.
- 4) Develop strategies to engage employees of all ages.
- 5) Approach employee engagement from a mentorship perspective.

Audience: This workshop can be tailored to any audience group (or, even, individuals looking for personal coaching). Corporate audiences may find this workshop appropriate for developing a culture devoted to employee engagement at all levels. Local organizations and non-profits may find the ability to reach varying stakeholders, like generation x and millennial donors and employees, appealing. This workshop is available as a half-day, full-day, or multi-day offering.

Topic #: 3

Title: Transformative Leadership and Management

Paragraph Overview: Leading others – both directly and indirectly – is especially challenging without thoughtful, effective communication. This workshop empowers managers to overcome an array of obstacles that get in the way of positively leading others. Participants will learn tools to competently communicate with and influence supervisors, followers, direct reports and peers. During this highly engaging and interactive session, participants will gain insight into formal and informal organizational networks and leave with the tools and confidence needed to be successful and productive in the 21st century workplace.

Outcomes: At the conclusion of this workshop, trainees should be able to...

- 1) Learn how to identify and most effectively use sources of power and influence to develop strategic goals and outcomes (i.e. strategic planning and goal-setting)
- 2) Explore ways to harness the power of both formal and informal organizational networks
- 3) Understand the communication process specific to managing others, reasons for communication breakdown, and what constitutes organizational culture
- 4) Gain proven approaches to develop effective internal messages around organizational and team goals
- 5) Solve challenges related to internal communication effectiveness
- 6) Practice crafting effective messages including, but not limited to, electronic messages, good, bad and neutral messages, and business presentations
- 7) Unlock components of personal leadership and effective teamwork
- 8) Discover differences in leadership styles
- 9) Engage in activities that enhance strategic thinking

Audience: This workshop can be tailored to any audience group (or, even, individuals looking for leadership coaching). Corporate audiences may find this workshop appropriate for helping current, or aspiring, leaders and managers. Local organizations and non-profits may appreciate the session onus on developing leaders from within an organization. Individuals, looking for a personal leadership coach, would also benefit from this session. This workshop is available as a half-day, full-day, or multi-day offering.

Topic #: 4

Title: Building Bridges: Teamwork in the Digital Age

Paragraph Overview: We work, and live, in teams. Organizations that have embraced a culture where teams can flourish tend to be more successful. It is important, especially when teams are composed of individuals from different generations that all team members feel heard, understood and acknowledged. Teamwork and team unity has become even more difficult to achieve in the digital age. Effective teamwork may not come naturally and a facilitator, who specializes in teamwork, can help your organization thrive.

Outcomes: At the conclusion of this workshop, trainees should be able to...

- 1) Understand what makes a team effective
- 2) Specify differences between generations in the workplace
- 3) Develop proven strategies to enhance teams comprised of multiple generations
- 4) Design a work culture that prepares employees to engage effectively in diverse teams
- 5) Build team unity

Audience: This workshop can be tailored to any audience. Corporate audiences may find this workshop appropriate for helping current, or aspiring, leaders and managers and/or specific groups within an organization or business. Local organizations and non-profits may appreciate the session onus on developing effective teams. This workshop is available as a half-day, full-day, or multi-day offering.

Topic #: 5

Title: Corporate Communication for the 21st Century

Paragraph Overview: Overwhelming evidence indicates that good communication skills are essential to being productive and successful in the workplace. As the importance on communication skills continues to rise, the need for improvement is a central focus. Additionally, emotionally intelligent employees are on demand. This session will help your organization, and your employees, thrive as a 21st century communication leader.

Outcomes: At the conclusion of this workshop, trainees should be able to...

- 1) Devise appropriate written messages through multiple modes, like email.
- 2) Develop advanced communication skills like listening and responding.
- 3) Engage other employees empathetically.
- 4) Obtain a knowledge of 21st century interpersonal skills that promote a positive work environment.
- 5) Build a skillset that allows for enhanced persuasion and negotiation technique.
- 6) Promote effective conversations with team members that build workplace relationships.

Audience: This workshop can be tailored to any audience group (or, even, individuals looking for coaching related to communication skill development). Corporate audiences may find this workshop appropriate for helping employees develop a 21st century communication skillset. Local organizations and non-profits may appreciate the session onus on developing effective communicators who can engage with unique audiences and groups. Individuals, looking for a personal communication coach, would also benefit from this session. This workshop is available as a half-day, full-day, or multi-day offering.

Topic #: 6

Title: The Academic in “Public”: Translate your Research for General Audiences

Paragraph Overview: Have you wanted to launch yourself out of the so-called ivory tower and into the public sphere? Scholars have an incredible opportunity to engage and influence the narrative around complex issues. Your research is well thought out, valuable, and necessary-but, in order for your research to impact the greater good, it must be translatable and easy to understand.

Outcomes: At the conclusion of this workshop, trainees should be able to...

- 1) Devise a strategy to pitch your ideas
- 2) Translate your research to lay-audiences
- 3) Develop powerful presentations that reinforce your core scholarly findings
- 4) Message your research for maximum impact
- 5) Prepare conversational and translation research-based messages

Audience: This workshop is perfect for academics in any disciplines looking to start a conversation and develop an initial strategic plan to take research and scholarly findings to the public. This workshop is available for large or small faculty groups or individuals looking for personal coaching. This session is also perfect for conference and/or keynote preparation.

Topic #: 7

Title: Teaching and Learning and Instructional Design

Paragraph Overview: Universities must acknowledge the 21st century student. Students today want content that is valuable, interactive, and based on real-world issues. The “sage” on the stage model is viewed by many students as archaic and outdated. This new student necessitates a new professor and a new professorate. What does this mean for you as a faculty member or your academic institution? It means faculty development is of renewed importance and should be an urgent concern. This workshop will address the 21st century learner and provide strategies for engaging and student-centered pedagogy.

Outcomes: At the conclusion of this workshop, participants should be able to...

- 1) Understand basic characterizations of the 21st century learner
- 2) Describe differences in generational learning preferences
- 3) Develop powerful pedagogy strategies that reinforce active and engaged student-centered learning
- 4) Administer 21st century teaching and learning approaches in the classroom
- 5) Recognize current research-based teaching and learning principles

Audience: The primary audience for this session includes university administration and faculty members. This workshop can easily be adapted to engage large-scale faculty audiences, like those who attend conference keynote sessions, or smaller institution-specific faculty groups. Individual faculty members who are looking for personal professional development are also encouraged to consider this session. Additionally, while this session is primarily suited for higher education, it can be adapted for corporate audiences and corporate trainers who want guidance in developing employee-centered training and development.

Consulting Overview:

Full-scale consulting is available upon request.

Areas of Expertise:

Communication Audits: Legacy Communication provides comprehensive audits. These audits give you an objective perspective of Financial Statements, Business Culture and Communication obstacles in your business. I will uncover the challenges hindering you from achieving the level of effectiveness you desire.

Training and Development/Instructional Design: It is important for 21st century organizations to develop training and development that keeps all employees engaged. Your employees care about continuing education. I can help you assess your current training and development opportunities and work with your team to develop timely and relevant revisions to current curriculum, if needed.

Higher Education/Teaching and Learning: Education in the age of changing technology presents a challenge for any administration. Legacy Communication can offer teaching seminars on The Flipped Classroom, Online Learning, Formal Speech Delivery, Presentation Aids, Academic Integrity and the 21st Century Learner & Millennials. All of these services can help you and your faculty develop the essential tools for engaging the next generation of learners.

Church Consulting: As a member of the Society for Church Consulting, Dr. Michael Strawser can provide consulting related to church effectiveness, leadership transition, culture and strategic planning-among other topic areas. Dr. Strawser, a PhD in Communication, also has seminary training from Southern Seminary in Louisville, KY (Master of Divinity, 2011).

<http://fb.me/legacycommunication>

<https://www.linkedin.com/in/michaelgstrawser/>

https://twitter.com/legacy_comm