

JAM CAMP

communications

What you need. How you need it.

Customized workshops for your organization.

Workshop Topics

APPLY STORYTELLING TECHNIQUES TO BUSINESS PRESENTATIONS

Studies show that telling stories helps us be better communicators, but how do business people incorporate the art of storytelling into presentations and interactions? In this session, participants will learn to build powerful presentations by:

- Understanding your audience, intention, and message
- Applying a story structure to organize information
- Integrating “micro stories” and data into talks and conversations

TELL YOUR STORY WITH PRESENCE AND CONFIDENCE

Strong leaders are often described as having executive presence. But what is executive presence and how can you get more? In this interactive workshop, we explore presence as a combination of credibility, confidence, and the ability to connect with oneself and others. Participants will learn strategies to project self-assurance through body language, decisive language, and psychology-based “confidence hacks:” techniques to feel and display confidence in high-stress, high-stakes situations.

BUILD YOUR PERSONAL STORY BANK

Successful leaders know stories are assets – for themselves and for their organizations. Begin building your personal and professional story bank by identifying stories that inspire others and create memorable and persuasive connections. Explore story structure, practice stories with others, and receive feedback in this interactive session.

CREATE BETTER SLIDES (PRESENTATION VISUALS)

Do your slides support your presentation, or do they detract from your message? Learn techniques to create slides based on the philosophy, “Emphasize what’s important; obsess on readability:”

- Write titles to convey, “So what?”
- Remove clutter for more white space
- Animate to reveal on complex slides

Workshop Topics

TUNE INTO THE POWER OF FEEDBACK

Feedback gives us power to gain insight into our behavior and adapt as a result. While giving and receiving feedback can feel uncomfortable, it's a critical skill for successful leaders. In this session, participants will learn structures to support giving and receiving feedback, techniques to ask for feedback from others, and strategies to incorporate feedback and create change.

BUSINESS WRITING: HOW TO GET TO THE POINT AND GET WHAT YOU NEED

How can you become a more effective business writer, one who provides readers with just the information they need and gets the response or action you need? In this class, we will explore:

- A process for writing in business
- Tips to edit and declutter your own writing -- and that of others
- Formatting to improve the readability of your communications
- Use of plain language to say what you mean, avoiding clichés and jargon

NETWORKING TO ENHANCE YOUR CAREER - AND LIFE

Networking is about developing professional and social contacts through meaningful interaction, whether building relationships online or in person. Unfortunately, networking can sometimes feel more difficult than worthwhile. This workshop reframes networking from a dreaded task to an opportunity to build reciprocal and lifelong relationships. We explore how to enhance your career and your life – and the life of your organization – through connections you make every day.

SMALL STEPS TO SUPPORT NEW BEHAVIORS IN YOUR ORGANIZATION

Developing new skills and styles is essential to career (and life) success. But what does behavior change look like in practice - and how can you create measurable, realistic goals for success? This interactive workshop will explore how to create specific behavior goals for yourself and your teams, identify when and how you get stuck, and determine incremental steps to create lasting change.



About JAM (Jenna and Martha)



Jenna Abel is a leadership and communication consultant based in Atlanta, GA. Since 2010, she has worked with clients in corporate and academic institutions, including Genentech, the Center for Health Care Strategies, and Vanderbilt University. Jenna is a course facilitator in Stanford Business School's executive education program, supporting multiple classes focused on communication, storytelling, and executive leadership. Previously, she was a writing and presentation coach for full-time MBA students at Stanford.

Jenna leads workshops and individual coaching sessions with a focus on difficult conversations, leading teams, and giving and receiving feedback. In addition, she helps individuals and organizations translate values into actions that inspire great work.

Jenna holds an advanced degree from Vanderbilt and an undergraduate degree from Washington and Lee University.





Martha Weeks is a coach and lecturer at the Haslam College of Business at the University of Tennessee in Knoxville. She spent twelve years coaching MBA and executive education students at Stanford Business School. She has worked with clients on TEDx talks and hundreds of business, technical, and medical presentations as a speechwriter and coach.

Since 1993, Martha has provided services to Fortune 100 organizations, including Google, Microsoft, and Volkswagen America, as well as numerous start-up companies. She leads workshops and coaches executives, physicians, engineers, and other business professionals to create and deliver persuasive presentations for conferences, investors, and internal audiences.

Martha earned an MBA from the University of California-Berkeley and a BA in mathematics from the University of Tennessee-Knoxville. She serves on the board of the University of Tennessee's College of Nursing.