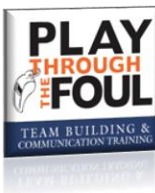




## Vera Jones

is a Motivational Speaker, Author, Communication Coach, 30-year veteran Television and Radio Broadcaster, and Syracuse University Hall-of-Fame Scholar-Athlete. She is most widely known as a women's basketball analyst and reporter for various national networks over the past two decades including ESPN, Fox Sports, Madison Square Garden Network, NBA-TV, and the Big Ten Network. She is also often recognized by her appearance in a Goalcast video with over 47-million views.

A **Certified Mediator and Trainer in Workplace Conflict Resolution**, Vera earned her master's degree from Syracuse University's Newhouse School of Communications where she first developed her interest in the psychology of interpersonal communication. As President of Vera's VoiceWorks, LLC, and Founder of the **Perseverance Speaker's Academy**, she passionately pursues her purpose by inspiring and coaching others in various motivational and leadership training forums.



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# PLAY THROUGH THE PUBLIC SPEAKING FOUL!

“Exploration of the 6W's”

## OVERVIEW:

Vera Jones presents a fun, informative, and interactive 60-minute training session designed to help participants unleash public speaking **confidence** by gaining greater understanding of personal brand, relational styles, empathic communication, and presentation strategies. Fast facts:

- 70% of workers recognize presentation skills as critical for their success (Forbes.com)

- 73% of the population has some degree of public speaking fear or anxiety (Nationalsocialanxietycenter.com)

- **99.9%\* of trainees love and need this training!** (\*estimate based on marketing ploy similar to antibacterial hand soap)

## WHAT ARE THE 6W'S\* ??

**WHO:** Knowing Your Audience and Knowing You (Your Brand/Style)

**WHAT:** Understanding Themes, Methods, Means & Message

**WHEN:** Respecting Elements of Time and Timing

**WHERE:** Location and Logistics - Why They Matter

**WHY:** Valuing Your Voice and Empathic Communication

**HOW\*:** Developing and Delivering Your Best You

## KEY TAKEAWAYS:

**Upon completion of this training you will:**

- gain more **confidence**, **knowledge**, and **excitement** about developing your brand, communication style, and message.

- become savvier in verbal and non-verbal communication.

- understand why the fear of public speaking is greater than the fear of death or spiders, and how a good movie helps!

- be empowered to become a more empathic and more effective communicator and leader overall.

