



VERA JONES

is a Motivational Speaker, Author, Coach, retired, 30-year TV & Radio broadcasting veteran, and Syracuse University Hall-of-Fame Scholar-Athlete. She is most widely known for her women's basketball analysis and reporting for various networks including ESPN, Fox Sports, Madison Square Garden Network, NBA-TV, and the Big Ten Network. She is also often recognized for her appearance in a 2017 Goalcast video with over 47-million views. Vera also enjoyed brief stints as a Paul Robeson Performing Arts actress and stand-up comedienne.

Vera is a **Certified Mediator and Trainer in Workplace Conflict Resolution**. She earned her master's degree from S.U.'s prestigious Newhouse School of Communications where she first developed her interest in the psychology of interpersonal communication. As **President of Vera's VoiceWorks, LLC, Founder of the Perseverance Speaker's Academy, and University of North Florida Professor of Public Speaking**, she uses her communication gifts to inspire and develop others through various keynote and training forums. Vera is honored and humbled to have become a Hall of Fame inductee with the Boys & Girls Club of America Alumni (2023) and the National Association of Women Business Owners (NAWBO 2022).

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PLAY THROUGH THE PUBLIC SPEAKING FOUL!

"Exploration of the 6W's"

OVERVIEW:

Vera Jones presents a fun, informative, and interactive training workshop designed to help leaders and professionals unleash public speaking **confidence** by gaining greater understanding of personal brand, relational styles, empathic communication, and presentation strategies. **Perfect for Leadership Executives!** 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)
- **Only 8%** of those people who have public speaking fear seek professional help to become more confident and effective. (Corporatecommunicationexperts.com)

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: Focusing on Your Significance, Values, and Motivation
HOW*: The Techniques for Delivering Your Best You with **CONFIDENCE!**

KEY TAKEAWAYS:

Upon completion of this training participants will:

- gain more **confidence, knowledge, and excitement** about developing their 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.

