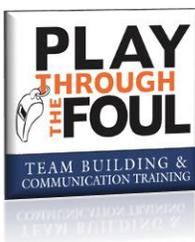




Vera Jones

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 for her veteran women's basketball analysis and reporting for various 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.

Vera is a **Certified 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, 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.



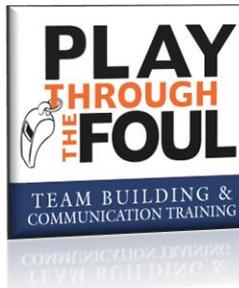
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Vera
JONES
Speaker · Author · Coach



presents ~

LEADERSHIP 6-S

OVERVIEW:

Leadership 6-S – There is great truth in the adage, “They won’t care what you know until they know that you care.” This is the brainchild behind Vera’s [six principles of empathic leadership](#). Vera stimulates empathy, higher thinking, and laughter with memorable stories like **“I Got It!”** and her own personal trials with a “bad boss.” The presentation is designed to help participants explore opportunities for growth in their professional capacities supervising, teaching, coaching, or simply relating with others. When you put **“6”** and **“S”** together, you get **“Success!”** That’s just what Vera delivers! **This keynote is also available as a breakout session** and touches on strategies in various areas including sensitivity, communication, resilience, and employee engagement.

Vera’s “often repeated in conference hallways” quips:

- ~ **“Stank Face”** – Leaders who obviously lack real friends.
- ~ **“Shrinkage”** – Conflict averse leadership.
- ~ **“I GOT IT!”** – So powerful you’ll want the T-shirt!



KEY TAKEAWAYS:

This presentation invites participants to:

- lead with clarity and confidence from an engagement and innovation focus of “I Can.”
- understand the mindset, the “how to,” and the importance of communicating **significance** and **security** as primary principles in your organizational, community, or social leadership role.
- become motivated to lead others through adversity, as this is when true, empathic leadership is needed most. You matter!

