

# CORPORATE COMMUNICATION TRAINING & SERVICES



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# Introduction



**Employee turnover is costly.** Not only do companies have to incur the costs of a new hire, but the morale of remaining employees can also suffer without strong retention.

How do we get people to stay? Many studies show that employees would be more likely to stay in a job that invested in their learning and growth. Employees aren't sick of training; they are tired of feeling a lack of growth, forward movement, and understanding of their needs in the workplace. Opportunities for growth and achievement are at the top of preventable retention issues.

A key area most businesses are missing is knowing how to talk so their employees are listening. Retention and recruitment can improve when the overall communication climate improves.

There is a decrease in retention if employees do not feel they can take concerns "up the ladder". Working to create a communication culture that includes downward and upward communication is key to helping your employees feel valued.

Poor communication, lack of training and professional development, unclear feedback, a lack of recognition, and confusion over job duties can all decrease employee rate of replacement.

**Teams with low engagement suffer from higher rates of turnover.** Building a solid communication climate empowers team members to speak to one another about their needs, manage conflict with fewer personal issues, and create a deeper sense of satisfaction.

# Meet Dr. Cassandra

"My mission is to educate individuals on how to understand their communication patterns to have effective and healthy communication to enhance their professional and personal relationships."

-Dr. Cassandra LeClair

Dr. Cassandra LeClair is an award-winning professor, author, communication consultant, and motivational speaker. She is an expert on communicating feelings and improving connections. In addition to her PhD in Communication Studies, Dr. LeClair is an author, TEDx speaker, and certified mediator. Dr. LeClair has additional trainings and expertise in emotional processing, somatic attachment theory, mindfulness, nervous system regulation, breathwork, mental health awareness, and interpersonal relationships.

Her blend of education, professional expertise, industry knowledge, and training experience makes her uniquely qualified to administer training courses to your teams, groups, and leaders.

Cassandra brings scientific research, advanced education & specialized certifications, decades of professional experience, and the transparency of her personal journey to guide you on a path toward interpersonal awareness, empowerment, and professional growth.

**People** **Women'sHealth** **Bustle**  
**Reader's Digest** **BRIDES** **BESTLIFE**  
**Psychology Today** **POPSUGAR**  
**healthline** **THRIVE**  **GLOBAL**



# Services Overview



COMMUNICATION CONSULTING

EXECUTIVE COACHING

INTERPERSONAL GROWTH COACHING

EXECUTIVE LEADERSHIP TRAINING

Participants work to strengthen their communication in a variety of contexts while learning skills to adapt to different styles and manage difficult conversations.

Training managers and leaders to relate to their employees is critical to increasing employee satisfaction. When employees feel valued, they are more motivated, less resentful, and less likely to take things personally.

Almost half of all employees admit to feelings of burnout. This impacts morale, productivity, and company growth. Companies can no longer afford to ignore this issue.

The training programs focus on improving your employees' communication, emotional intelligence, and mindset. The material gives them learning and growth opportunities on a personal level that will also positively impact their work life.

Work-life balance and a sense of belonging help with employee satisfaction. Providing your employees with the development that builds in belonging and self-awareness will empower them to build these practices in their groups and teams.

# Services Overview



The following examples give you an overview of the trainings most requested by companies. Personalized workshops, training materials, and assessments can also be created for your business.

## **Creating Connections & Improving Interactions**

Employees that have frequent interactions with colleagues and customers alike benefit from communication training. This training helps employees learn how to understand the underlying patterns for their own and others' responses.

## **Creating Community**

In this training, we work to understand ways to create a sense of shared meaning in the workplace. Focusing on a growth mindset, shared values, self-awareness, and accountability to foster a positive communication climate.

## **Leadership Development**

Strengthen your skills and become a better leader. Understand how communication influences the perception of effective leadership. Explore communication qualities, characteristics, traits, and behaviors of effective leaders and followers, Compare the different types and uses of power and influence to motivate employee behavior.





# Services Overview



## Banishing Burnout

Identity, interpersonal needs, boundaries, conflict, and perception impact our mental and physical health in measurable ways beyond our “happiness.” Understand what self-care looks like from looking at different components of socio-emotional wellness and work to explore ways to reframe experiences that are not in our control. This workshop encourages individuals to find new avenues to care for different aspects of their lives in ways they can control.

## Improving Emotional Intelligence

Research shows that improving your EI can help you in all areas of your business – from sales to management and leadership. Honing and improving your EI will have a positive impact on your personal life as well. Gain a thorough understanding of what EI is and how it applies to business, test your own emotional intelligence to find gaps and areas for improvement, find out how to apply EI concepts to improve your sales performance and discover ways to implement EI concepts to improve your leadership and management skills and create a plan for constant testing and improvement of your EI for future success.

# Services Overview



## Communication Assessment

In this one-on-one session, we will take an inventory of your ongoing communication issues and underlying needs. We will go over guided questions to pinpoint areas for growth and evaluate the current communication climate. After the initial assessment, I will develop strategies for improving communication.

Trainings range from 45-minute presentations to conference style workshops and multi-day retreats. I work to tailor the material to each client using my 20 plus year career in course planning and collegiate teaching. Together we will set objectives for your training and discuss what transformation we would like to occur. Pricing varies based on time and materials provided.

Additional content, workbooks, assessments, exercises, reflection questions, journal prompts, and continued support for future success can also be added. I will also be available to session participants if they have questions or topics of concern, as I understand that a group setting does not always promote open disclosure. I am happy to tailor things to what your team needs most.

# NEXT STEPS

Book at 15-minute call with me to discuss your organizations unique needs.  
Contact me here to set up your call:

[connect@cassandraleclair.com](mailto:connect@cassandraleclair.com)

I'm looking forward to partnering with your organization and employees to  
create a workplace where everyone thrives!

