



# SPEAK & SHINE ACADEMY COURSE CATALOG



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## WHY THESE COURSES?

We all want to know how to speak confidently in front of others. Despite the barriers we know exist, the real problem is not having a time or place for low-stakes practice to capitalize on high-stakes opportunities. *Speak & Shine Academy* courses deliver a safe and highly enjoyable learning experience with visible outcomes in the areas of presentation, communication, facilitation, and video production mastery. Whether meeting in-person or online, these powerful human connection skills, leveraged on any platform, enable your team to achieve desired organizational outcomes.

## WHO ARE THESE COURSES DESIGNED FOR?

Human resource, sales, and customer service managers who desire to develop team players who can win and keep customers.

## HOW IS THE CONTENT DELIVERED?

Through engaging games, innovative exercises, and thought-provoking homework, *Speak & Shine Academy* students develop skills to become more effective team players and leaders. Each *Speak & Shine* course is composed of 4 - 6 modules conducted in person, virtually, or through a custom blend of both. All courses include drop-in office hours component to provide individualized feedback and one-on-one support.







## PRESENT LIKE A PRO

Become a Triple-E Presenter: Effective, Engaging, and Entertaining

Triple-E Presenters leverage their influence as team leaders and increase their confidence as communicators. These invaluable skills enable you to shine in sales, interviews, and meetings whether in-person, online, or onstage. The Triple-E Presenter course establishes a firm foundation for further growth and development in communication and leadership skills.

### This course is for you when you desire to:

- ◆ Feel more confident presenting in meetings, onstage, or on camera.
- ◆ Look forward to crafting, rehearsing, and delivering presentations.
- ◆ Act on opportunities to shine in sales, interviews, and meetings.

### Use these skills to:

- ◆ Showcase your ability to make your point with ease and clarity.
- ◆ Increase your presentation confidence and audience engagement.
- ◆ Craft presentations to motivate actionable outcomes.



# COMMUNICATE WITH CLARITY

Become a Triple-C Communicator: Confident, Creative, and Compelling

Becoming a better communicator opens doors faster than any other skill. It also enables you to have a voice at the table and contribute in a meaningful way. The Communicating with Clarity course develops effective collaborators who engage purposefully with team members, prospects, and customers. Graduates experience a greater sense of confidence and self-worth overall which transcends to all areas of their professional and personal lives.

## This course is for you when you desire to:

- ◆ Leverage your influence as a creative, compelling team player or leader.
- ◆ Feel more comfortable speaking up in meetings to share your ideas.
- ◆ Increase your confidence in prospecting, networking, and service scenarios.

## Use these skills to:

- ◆ Manage or contribute to winning initiatives and team outcomes.
- ◆ Become a valued resource for creativity and innovative thinking.
- ◆ Open more doors, close more sales, and boost customer referrals.





## FACILITATE WITH FINESSE

### Facilitation Skills for the Sought-After Emcee

Facilitating meetings and events is a powerful skill that sets you apart. Whether you desire to lead more engaging and productive team meetings, or emcee larger corporate or community events, this course sets you up for success in every scenario.

### This course is for you when you desire to:

- ◆ Manage more engaging and efficient team and client meetings.
- ◆ Develop skills to set up participating presenters for success.
- ◆ Keep meetings running smoothly from beginning to end.

### Use these skills to:

- ◆ Ensure your audience and presenters are prepared and engaged.
- ◆ Craft and deliver compelling introductions to inform listeners and elevate presenters.
- ◆ Handle unexpected disruptions and agenda conflicts with tact, humor, and grace.



# PRODUCE VIDEO LIKE A VIRTUOSO

## Video Strategies to Showcase Your Shine

Video Virtuosos understand the art and craft of creating compelling video, using it in the marketplace, and exploring the many applications to support sales, marketing, customer service, and in-house training. This course emphasizes production strategies, techniques, and technical know-how to be applied in virtual meetings and to support the production of video products on a predictable schedule.

### This course is for you when you desire to:

- ◆ Feel confident when speaking to the camera during meetings and recordings.
- ◆ Learn how to produce video to support sales, service, and brand awareness.
- ◆ Dial in your virtual studio to produce compelling video on a predictable schedule.

### Use these skills to:

- ◆ Repurpose video in a variety of ways to leverage return on investment.
- ◆ Employ an efficient production and delivery strategy to streamline workflow.
- ◆ Apply methods to optimize viewing and engagement on any platform or channel.







# BIO

Are you frustrated with investing in forgettable training for you or your team? Are you disappointed in expensive programs that quickly wear off and fail to deliver the promised result? Rebecca P. Murray presents high-content training infused with confidence and skill-building strategies to ensure learning sticks. In addition to corporate venues, her Triple-E Presenter workshop is now available through the Professional and Continuing Education program at Western Washington University.

As a power-skills edutainer, director/producer, and former dog trainer, it is Rebecca's mission to put clients at ease and bring out their very best in front of another person, a camera, or an audience of thousands. She has produced everything from 30-second TV commercials to mini-documentaries and live-streamed events and feels strongly that everyone has the ability to be a star.

Her biggest thrill comes from teaching clients how to perfect, project, and protect an image that truly reflects how they see themselves, their brand, and their organization. Rebecca delivers edutaining skill-building through playshops & keynotes, consulting, and her popular one-woman show The Confidence Equation™ incorporating characters, comedy, song, and a big take-home message highly relevant for today's audiences





# PRAISE FOR SPEAK & SHINE ACADEMY COURSES

"We hired Rebecca for our all-staff meeting. She was very prepared and made all of the planning very easy for me. The session achieved our desired skills outcomes of listening, team building and communication while having fun. She was amazing."

Stephanie Libadia, VP Human Resources  
Cascade Federal Credit Union

"Hire Rebecca if your team needs an extra boost in how to use video or for a Video 101 class. My team got a lot of great ideas for marketing and sales follow-up. Excellent value!"

Stacey Salyer, Owner  
Weichert Realtors Edge Home Sales

"Rebecca made things fun and held our staff's attention at our all-day, all-staff retreat. She was able to engage with humor, personal experiences and tied everything back to our objectives."

Bill Henkel, Executive Director  
Community Action of Skagit County





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