



McCLOUD CONSULTING

PROFESSIONAL DEVELOPMENT PROGRAMS

SHARON DELANEY MCCLOUD, CDE

LUNCH & LEARN STYLE PROGRAMS

Prepare for the Media Hot Seat: Top Tips from a Newsroom Insider

With the prevalence of cellphone videos, YouTube, blogs, vlogs, podcasts, and live streaming, you are always "ON". Whether it's a quick comment to a reporter on Zoom or a lengthy sit-down interview in a television studio, you need to navigate today's ever-changing media landscape. In this multi-media-packed presentation, Emmy Award-winning television journalist Sharon Delaney McCloud will provide an insider's playbook so you can feel more confident the next time you're in the hot seat.

During this session you'll learn

- The rules of engagement for media and the Interviewee's Bill of Rights
- Why you should never say "no comment" and what to say instead to create compelling messages
- How to hone your on-camera presence, what to wear and NOT to wear

Communicate with Confidence & Impact: The Power Skill You Need Now

In an age where the spoken word is quickly being replaced by digital conversations, it's crucial to develop strong communication and presentation skills to make your mark. Communicating effectively is one of the most powerful tools any professional can have. The way you speak to someone one-on-one and in front of a group sets the foundation for how people perceive you. Do they take you seriously? Do you command their attention? Or does your vocal inflection or body language turn them off?

In this content-filled session, you'll learn

- Ways to create powerful messaging, whether it's an elevator speech or keynote address
- How body language and vocal delivery affect communication
- Steps to continue practicing techniques learned

Become a Vibrant Virtual Communicator

Like it or not, you are now a broadcaster. Conducting meetings, presenting business reviews, interviewing and connecting with people on camera is the new norm. As you know, the pandemic forced nearly everyone to their home offices. So why not set yourself up for success? This session is led by Sharon Delaney McCloud who spent 25 years as a television broadcaster. She'll show you everything you need to look like a pro.

During this practical session, you'll learn

- The four steps to creating a professional-looking "home studio"
- Tips to optimize your on-camera presence
- Tech tools and tips to help enhance your virtual presentation

LUNCH & LEARN STYLE PROGRAMS

Slide School – How to Avoid Death by Power Point

People remember 20% of what they hear, 30% of what they see and 70% of what they see and hear together. With that in mind, the idea of using visuals in our presentations makes sense. But, how many times have you seen slide decks that look more like scientific journals than engaging visuals? It's time to go to slide school so you can make your mark with your next presentation.

In this session, you'll learn

- The top tips to improve your slide content immediately
- Tools that you don't need to be a graphic designer to use
- Before and After slides to get ideas on refreshing your presentations

Get LinkedIn or Left Out

With more than 700 million users worldwide, LinkedIn is so much more than a place to look for a job or recruit talent. It's a platform where you can connect with potential partners, customers, peers, investors and other stakeholders to share ideas and content that builds your professional brand.

In this interactive workshop, you'll learn the 12 Steps to become a LinkedIn All-Star. Bring your laptops and get to work amplifying your professional profile.

In this session, you'll learn

- Why you should bother investing your time on LinkedIn
- How to improve your profile with a few top tweaks
- How to build your thought leadership in your industry

Strategic Storytelling for Business

Humans are wired for connection. If we don't approach communication with this notion, we won't be able to achieve the impact that's possible. In business, countless studies show that people connect with data when it's presented with narrative. So, how do you extract a story from the many charts and graphs and reports that we deliver?

In this session, you'll learn

- How to create a fit between a story and your audience
- The 5 basic plots of business storytelling
- Why you need to develop a Story Bank and how to use it

PROGRAMS

PROGRAM:
ELEVATE YOUR EXECUTIVE PRESENCE

LENGTH: 60 - 90 Minute Workshop

WHERE: In person or virtual

GOAL: Build executive presence & personal branding. This is a foundational course to be followed by advanced communication and workplace communication workshops.

DESCRIPTION:

As professionals aiming to grow your influence, thought leadership and business acumen, it requires that you have a growth mindset that leads to transformational breakthroughs. Aligning mindshare with the ability to command a room is the DNA of executive presence. There are many nuances that we must consider when doing this work.

In this high energy, interactive workshop, communications professional Sharon Delaney McCloud teaches the three key elements to build your executive presence and personal brand so you can make an impact in your professional and personal life.

LEARN:

- Actionable strategies to build your executive presence
- Learn why gravitas, communication, and appearance matter in today's business climate
- About useful technology hacks to help you continue working on your communication skills

MATERIALS:

- Resource documents with extended learning

PROGRAMS

PROGRAM:
ADVANCED PRESENTATION COACHING

LENGTH: 2-4 Hour Workshop

WHERE: In person or virtual

GOAL: Work with the team on using advanced techniques to improve and polish presentation skills with focus on message development, formatting and execution. Emphasize the importance of defining the audience to inform how to prepare content and style of delivery.

DESCRIPTION:

For any organization to be successful, strong presentation skills must be at the heart of its leaders' capabilities in order to share information effectively internally and externally. It's the key to communicating the company's narrative in a competitive marketplace.

Together, we will develop a customized program that will build clear, confident public speaking techniques that will make an immediate impact in your leaders' work. We will train participants on developing strong presentations by focusing on effective message development, formatting, and execution.

We also will fine-tune the team's vocal performance, body language, and nonverbal communication. We'll give real-time constructive criticism during the in-person or virtual workshops that feature on-camera mock presentations. It's in these interactive exercises where the real learning and growth happen. Finally, we'll share multiple ways to practice the techniques learned so that growth and improvement can continue.

MATERIALS:

- Workbook with content and worksheets to be used during and after the session
- Resource guides to be used for in-person and virtual communication

PROGRAMS

PROGRAM:

WORKPLACE COMMUNICATIONS: THE KEY TO YOUR TEAM'S SUCCESS

LENGTH: 3-Hour Workshop (Ideal for offsite retreat)

WHERE: In person

GOAL: Build upon the Executive Presence Workshop to focus team effectiveness, creating a safe space for open communication, planning efficient meetings and virtual presenting best practices

DESCRIPTION:

For any organization to be successful, effective communication must be at the heart of team building, customer service, conflict management and all other interactions. Honing in on that art of diplomacy and mutual respect in your teams can strengthen your company culture. As we all know, misunderstandings can cause tension in the workplace, plummet employee morale, and result in a loss of productivity.

Then, add today's virtual environments and these skills matter even more as many aspects are lost in translation. You'll learn best practices for remote peers to improve their interactions internally and externally for UNC Health. In this interactive workshop, Sharon engages attendees with real world scenarios and impromptu situations.

LEARN:

- Ways to communicate without confusion
- Understanding the Circle of Influence and how that affects your interpersonal skills
- Honing your active listening skills
- Positive body language and vocal delivery
- Best practices for virtual meetings and remote teams
- Interactive mock scenarios facilitated using breakout rooms

MATERIALS:

- Workbook with content and worksheets to be used during and after the session

PROGRAMS

PROGRAM:**STRATEGIES TO PREPARE FOR DIFFICULT CONVERSATIONS WORKSHOP**

LENGTH: 90 Minute to 2 Hour Workshop

WHERE: In person or virtual

GOAL: Work with the team on using message development and blocking and bridging techniques to achieve better outcomes during difficult discourse. Emphasize the importance of positive intent and tone while participating in interactive conversations designed to mimic real world scenarios.

DESCRIPTION:

Difficult conversations are an inevitable part of our work. How should you prepare for these kind of discussions? How do you find the right words in the moment? And, how can you manage the exchange so that it goes as smoothly as possible?

During this interactive workshop, participants will learn about message development techniques, including blocking and bridging. Team members will collaborate in smaller groups to put the learning into action and workshop real world scenarios to present to the full group for immediate feedback and discussion.

MATERIALS:

- Workbook with content and worksheets to be used during and after the session

PROGRAMS

PROGRAM:
MEDIA TRAINING

LENGTH: 4 Hour Workshop (No more than 6 to 8 people)

WHERE: In person

DESCRIPTION:

An intense, interactive media training session involves presentation and video examples followed by message development techniques and on-camera mock interviews with constructive criticism.

We incorporate the learning objectives and course agenda with our proven training to deliver the results you're looking to achieve. Participants will focus on message development, the rules of engagement and the "Interviewee's Bill of Rights."

But the most important parts of the workshop are the realistic, on-camera interviews followed by immediate critique sessions. As we have seen in our work, people learn best by seeing themselves in action.

With the prevalence of smartphone videos, YouTube, blogs, vlogs, podcasts, live streaming and Google Alerts, you are always "ON." Whether it's a quick comment to a reporter on the phone or a lengthy sit-down interview in a television studio, we believe you need to be prepared. We use realistic on-camera interviews followed by critique sessions that constitute the most important component of any media training. These challenging interview simulations will be tailored to the types of media interactions executives typically face.

Success in media interviews requires:

- Careful preparation to anticipate topics
- The discipline to stay on message
- Strong performance techniques to build individual confidence
- Knowledge of how the media works and the way reporters think

We've honed our trainings over two decades, evolving with the times and customizing each session. You won't have to sit through generic lectures and antiquated corporate slide shows. We will engage you with relevant real-world case studies, and hyper-realistic on-camera interview drills designed to test messaging skills and reveal any individual delivery challenges.

MATERIALS:

- Workbook with content and worksheets to be used during and after the session

PROGRAMS

PROGRAM:

LEVERAGING LEVITY IN LEADERSHIP: TOOLS FOR RETENTION & TEAM SUCCESS

LENGTH: 1-Hour Presentation

WHERE: In-person or virtual

DESCRIPTION:

Face it, you've got to retain your top talent and recruit the next rock stars for your team. But now, more than ever before, you have to create an environment where people are motivated and empowered to deliver their very best work while building trusted relationships at the same time. Not an easy task.

During this high-energy presentation, corporate communications pro Sharon Delaney McCloud shows you why and how you need to leverage levity and proven retention strategies in your leadership toolbox today.

LEARN

- How levity can change the dynamic of your team
- Actionable ways to reduce stress and build bonds by using proven levity lessons & techniques
- Ways to make your team feel like they belong at your organization

PROGRAMS

PROGRAM:

**HAVE A VOICE, NOT MERELY A SEAT AT THE TABLE:
POWERFUL STRATEGIES TO AMPLIFY YOUR IMPACT**

LENGTH: 1-Hour Presentation

AUDIENCE: Ideal for women's ERG or affinity group

WHERE: In person or virtual

GOAL: Provide mid-career and senior female leaders with actionable strategies to improve their communication prowess using techniques from Dr. Susan Rice when she served in the White House.

DESCRIPTION:

In group settings, men are 75% more likely to speak up than women. And when a woman does speak up, it's statistically probable that her male counterparts will either interrupt her or speak over her. What does this mean? It means, even in the professional world today, if you're not ready to fight to be heard through ally-building strategies, your potential could be silenced.

In this engaging, actionable session, Sharon will share strategies and tactics to amplify your voice figuratively (and literally) and hone your message to make certain that your voice is heard - so that you truly have a voice, and not just a seat, at the table. Real-world case studies about Dr. Susan Rice from her days at the White House serve as a strong primer for the techniques Sharon shares.

LEARN:

- Ways to amplify your voice, both figuratively and literally
- Message development tactics to strengthen your communication
- Understanding how body language and vocal delivery affect your overall communication

MATERIALS:

- Resource document to reinforce content learned in presentation

PROGRAMS

PROGRAM:

USING YOUR PRIVILEGE TO BECOME AN ALLY IN YOUR ORGANIZATION AND BEYOND

LENGTH: 1-Hour Workshop

WHERE: Virtual

GOAL: Build upon the Workplace Communications Workshop to build stronger, empathetic relationships among the your team. This transformational workshop often changes participants' point of view moving forward.

DESCRIPTION:

Privilege is a complex topic because people often associate it with affluence, race, or gender and it can often carry a negative connotation. However, in order to move beyond the resistance associated with the notion of privilege and leverage its benefits, we first need to understand it and broaden its scope.

In this interactive virtual session, Certified Diversity Executive Sharon Delaney McCloud will lead your team through an impactful exercise and then discuss how to use our advantages to advocate for equity and inclusion across your organizations and communities.

MATERIALS:

- Workbook with content and worksheets to be used during and after the session

Meet Sharon

Sharon Delaney McCloud is an Emmy Award-winning broadcaster, TEDx speaker, Certified Diversity Executive CDE®, agency owner, adjunct professor, author, and corporate communications professional who helps leaders amplify their impact to drive business results. She believes in the power of words and how we each can transform our teams with strong, effective communication techniques.



Sharon earned a Bachelor of Science degree in Communication from Florida State University before embarking on a career as a television journalist. From the Persian Gulf War to John Glenn's historic return to space to the Super Bowl to hurricanes, floods, politics and entertainment, she has covered thousands of stories that have affected people's lives on a daily basis. One of the highlights of Sharon's television career was being selected to carry the Olympic Torch for the 2004 Winter Olympics in Salt Lake City.

After leaving television news, Sharon co-founded a digital marketing agency which grew to become a 3-time INC 5000 business serving clients like Target, Velcro, AstraZeneca, UNC Health, Cisco, Lenovo, Fox Home Entertainment, and Josh Cellars. There, Sharon is a Partner and consultant where she developed and led media training, presentation/public speaking coaching, workplace communication and executive presence workshops for leaders and teams at companies ranging from startups to Fortune 100 enterprises. In addition, Sharon serves as an adjunct professor at NC State's Jenkins MBA Program teaching Business Communications and frequently guest lectures at her alma mater, Florida State University.

After 15 years of wearing the many hats required of entrepreneurs, Sharon left the day-to-day operations at Walk West in late 2021 to join UNC Health as Director of Corporate Communications. This role aligns with Sharon's professional and personal passions at a time when health care is crucial and everyone has access for their families.

Sharon has been featured in numerous publications, including Sheryl Sandburg's Option B digital platform, Enterprising Women and co-author of the book, Keep Going, Memoirs of Strength, Courage & Perseverance. In 2019, Sharon had the opportunity to share her big idea with the world on a TEDx stage. This led to meeting one-on-one with President Joe Biden to advance McCloud's advocacy work on bereavement leave policy.

Sharon is very active in the community and serves on a number of Boards of Director and advisory committees for non-profit organizations in North Carolina. She's married with three kids and during her free time, you'll find Sharon planning their next family vacation. Ask her where her next trip is.