

**Friday:**

**Adam Toporek**

Be your Customer's Hero. Delivering Hero-Class™ Customer Service to Patients and Families

**Learning objectives:**

1. Understanding the role emotions play in customer experience.
2. Identifying and eliminating the hassles customers face.
3. Learning powerful strategies for working with customers and resolving service issues.

Internationally recognized for his thoughtful leadership in customer service and customer experience, keynote speaker Adam Toporek is sought after for his real-world approach to using experience to create competitive advantage.

**TiWanna A. Kenney**

Coaching and Feedback

**Learning objectives:**

1. Coach others to assess personal performance.
2. Provide developmental feedback for an action plan.
3. Maintain accountability for developmental action plans.

TiWanna “TK” Kenney is the fearless hero we’ve all cheered on. After courageously serving our country she decided to swap her combat boots for heels and change the lives in her network, one nonprofit at a time. Kenney is the founder of Astounding Auctions, where she and her team lead fundraising for nonprofits across the country. Leveraging her passion for storytelling and helping others, she consults organizations to increase their fundraising results. She also serves as a business and pitch coach, prepping startups for major pitches, and a public speaker and adjunct faculty at McLennan Community College.

**Wendy Sellers**

5 Ways to Destroy your Business

**Learning Objectives:**

1. Learn that hiring slow is the best method for any business
2. Learn that making assumptions on skills and knowledge related to your specific business will destroy your company reputation.
3. Learn that holding all people accountable is fair and equitable and will lead to an awesome company culture.

**Bio:** Wendy has 25 years of experience in HR, change management, operations, strategy, corporate culture and leadership development in all size business (local startup to global

enterprise) in a wide variety of industries including healthcare, professional services, higher education, federal contractors, manufacturing, public safety, non-profit, and government agencies.

While she is not looking to make history, she desires to be the change she wants to see in this world. She says, "I speak up and challenge the status quo. I ask controversial questions. I correct facts". She has helped hundreds of executives and leaders increase organizational productivity, leading to increased profits, and a strong bottom line. Wendy is a funny, direct consultant and speaker - and a true disruptor of traditional HR. "Relate, Advise, Lead... with No Sugar Coating."

### **Meredith White**

Breaking Bad News and Tough Talks: Care and Counseling for Receivers of Information as well as Ourselves.

#### **Learning Objectives:**

1. Understand the frequency, anxiety, negativity, and challenges surrounding the need to deliver bad/tough news.
2. Identification of different information delivery models.
3. How to set the environment, communicate and counsel, for a tough conversation where everyone feels most supported.

#### **Bio:**

Meredith is an SLP as well as a mother to children with Autism, Aspergers, and other learning challenges. She is an Apraxia of Speech specialist and recognized by ApraxiaKids for advanced expertise in Apraxia. She is also a certified orofacial myologist. Meredith is the owner of a private practice in Atlanta, GA.

#### **Saturday:**

### **Erin O'Malley**

The Power of Human Connection: How to Deflate, Relate, and Elevate your Patient's Experience.

#### **Learning objectives:**

1. Learn how to truly connect by practicing curious listening during our Story Session activity.
2. Become aware of trigger words, actions, and behaviors that anger and frustrate your employees and clients and what to do instead.
3. Practice techniques to respond empathetically to give clients what they want to create raving fans.

**Bio:** Erin O'Malley helps people thrive through the power of human connection. She speaks to business leaders from the frontline to the C-Suite, teaching them to redefine perceived problems with leadership, engagement and loyalty, and focus on the real issue: connection.<sup>[1]</sup> While she currently calls Jacksonville, Florida home - Erin identifies as a Jersey Girl, with all the stamina to rock in years in hospitality leadership; the strength to survive two years in the Peace Corps in Panama, the savvy to consult for the past 8 years with industries ranging from pharmaceuticals to automotive; and the smarts to get OUT of Jersey and see the world. When Erin is not enthusiastically connecting with her audiences, she prefers to be at the beach, spending time with her husband Mike and their dog Steve.

### **Christopher Schaft**

Free Tools you can use to improve your Web Presence

#### **Learning objectives:**

1. Learn how to improve website aesthetics.
2. Learn how to improve site SEO.
3. Learn how to make your site more user-friendly.

**Bio:** Christopher Schaft is the president of VirtuOps, an MKAdvantage Company. Mr. Schaft has over 25 years of communication, internet and IT experience. Mr. Schaft specializes in building an online presence for SLP and therapist community.

### **Tracy Reed**

Emotional Intelligence: How to Develop Your Superpower

#### **Learning Objectives:**

1. Identify and understand the 5 main components of emotional intelligence -EQ
2. Understand why emotional intelligence is vital to succeeding in today's workplace
3. Understand how strengthening their emotional intelligence will have a lasting, positive effect
4. Understand tips for developing emotional intelligence

**Bio:** For over 20 years, Tracy has worked with students and professionals from around the world to see themselves from a new and positive perspective. She calls these moments of growth "Butterfly Magic". When a person can see themselves in a brighter light, they open their mind to all the possibilities life has to offer. Tracy has assisted in transforming a number of lives through different mediums. She is the owner of Growth Ready Energy, a Consultant for Diverse Force, and has worked as a Higher Education Growth Professional for 20+ years. She has produced, coordinated, presented and facilitated over 1,000 events, training programs, and leadership presentations. Her joyful moments are spent in community with others that are taking the energy to grow into the best versions of themselves.