



## VERA JONES

is a Motivational Speaker, Author, Coach, retired, 30-year TV & Radio broadcasting veteran, and Syracuse University Hall-of-Fame Scholar-Athlete. She is most widely known for her women's basketball analysis and reporting for various networks including ESPN, Fox Sports, Madison Square Garden Network, NBA-TV, and the Big Ten Network. She is also often recognized for her appearance in a 2017 Goalcast video with over 47-million views. Still others may remember her brief stints as a Paul Robeson Performing Arts actress and stand-up comedienne.

Vera is a **Certified Mediator and 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, Founder of the Perseverance Speaker's Academy, and University of North Florida Professor of Public Speaking** she uses her communication gifts to inspire and develop others through various keynote and training forums. Vera is honored and humbled to have become a Hall of Fame inductee with the Boys & Girls Club of America Alumni (2023) and the National Association of Women Business Owners (NAWBO 2022).

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**Empathize to revolutionize the way you Connect, Communicate, and Collaborate**

## SESSION OVERVIEW:

With Gallup reporting a whopping 67% of workers identified as “disengaged” or unhappy at work, organizations are finding greater truth in the adage, “*They don’t care how much you know until they know how much you care.*” With this impetus, **Vera Jones** has both written the book and designed the **Leadership 6-S** interactive professional development workshop to help leaders cultivate their professional capacities to engage and relate with greater **EMPATHY**.

The workshop is designed to help participants identify and explore six core workplace motivators that when successfully communicated and implemented, help leaders experience better relationships and results.

## KEY TAKEAWAYS:

This workshop invites participants to:

- learn how empathy is a leadership superpower, and why it is the key to employee engagement, DEIB, and conflict resolution.
- understand the emotionally intelligent way to motivate others based on one simple and strategic communication practice.
- gain self-awareness and resilience by assessing what personally motivates you (and others) to do their best work.
- improve communication effectiveness by learning to engage in more empathic, relational conversations resulting in greater leadership clarity, confidence, and collaboration.
- ignite greater motivation and significance in leadership, especially in the face of adversity, which is when true, empathic leadership is needed the most!

