



Keynotes + Workshops 2022-2023

Introduction

The ability to work together interdependently is one of our least-developed skills, yet our most vital on an evolutionary scale. This is so vital that, in its absence, good leaders turn bad, good executives become ineffective, and good colleagues turn into adversaries. The skill of effective and efficient communication requires *trust*. Trust is the currency required for powerful collaboration, innovation, and growth. Trust is required to thrive as a culture and community.

Compared with people at low-trust companies, people at high-trust companies report: 74% less stress, 106% more energy at work, 50% higher productivity, 13% fewer sick days, 76% more engagement, 29% more satisfaction with their lives, 40% less burnout.

Harvard Business Review

Trust is not an emotion, the result of liking each other, or even just simply “getting along.” The experience of *trust* is a neurochemical state that optimizes us for ingenuity, collaboration, and accelerated problem solving so that we can produce the best solutions efficiently. It’s a relational state we achieve through communication behaviors that allow us to connect, navigate and grow with others – a necessity in building a healthy, connected, and resilient culture in the face of change.

All keynote and workshop offerings are designed to offer the principles, science, and tools to build trust through connection and communication.

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KEYNOTES

Conversational Intelligence – Make Each Conversation Count (60 minutes)

Humans don't exist in a vacuum. In fact, we're hardwired for connection and belonging and the medium that this happens through is *conversations*. In this energizing keynote, participants will discover what it means to be truly optimized for collaboration, innovation, and high performance through the medium of communication. By diving into what makes us human, we'll go under the hood to explore the neuroscience of trust, belonging, and conversations. With activities, pair-ups, and reflections, participants will learn the impact that the quality of our communication has on our ingenuity, creativity, and intelligence and walk away with a new understanding and appreciation of *trust*. This keynote is an eye-opener and an energizer for any team, offering them a new language, framework, and set of tools to mobilize around.

Program Benefits:

- Understand why your brain labels others as *friend* or *foe* in less than .07 seconds and the impact this has on your interactions
- Understand the role of cortisol and oxytocin in your conversations and practice tools to increase trust with others - optimizing you and others for your best ideas, greatest thinking, and innovative problem solving
- Discover the three shifts in your listening and speaking that can shift someone from resistant to skeptical to open-minded and co-creative



Show Up Strong (60 minutes)

Maya Angelou said, “People will forget what you said, people will forget what you did, but people will never forget how you made them feel.” The mechanism for this is both the trusted connection we create and how we deliver our message. To show up strong and deliver our message in a compelling way doesn’t require you to be an exceptional public speaker, but it does require that you understand what communication is all about. Our job as an effective communicator is to get others to *feel what we mean*, not just hear what we say. In this energizing and fun session, we break down communication into its components of words, tone, and body language and how to deliver a message effectively and concisely. We’ll learn the techniques to create trust, embody confidence, and show up strong.

Program Benefits:

- Learn the techniques to create connection in communication
- Practice the mindset shift to embody confidence in any situation
- Exercise the skill to say more with less



Change One Word, Change Your Life (45 or 60 minutes)

We all understand that resiliency starts from within. But balancing all the things that we “should” be doing at work, at home, and in life can leave us feeling burnt out despite our very best efforts. Knowing what to do to be more resilient isn’t the easiest thing to do when stress runs high.

In this enlightening session, Amy will go beyond the superficial fixes for stress and introduce a new way to understand what stress really is, how to transform it with a simple fix, and how to become more resilient in the face of “what is.” Participants will learn the ultimate (and almost counterintuitive) mental shift for achieving flow in your performance, innovation, and collaboration with others.

Program Benefits:

- Understand the sole cause of mental barriers, stress, negativity, and exhaustion
- Learn the shortcut way to identify hidden drag in your performance and impact
- Practice a 4-Step process to create flow, improve your mood, and increase your creativity



Be Resilient No Matter What (90 or 120 minutes)

Personal growth. Professional growth. Organizational growth. Evolving from here to some aspirational future state.

Growth is inevitable. But whether your path of growth was the one you were hoping for, well, that's another story!

In this energizing keynote, we explore the two categories of growth humans experience: *growth by accident* and *growth on purpose*. By recognizing how discomfort and fear hold us back and learning the tools of reframing, participants will learn how to take advantage of all the things that life throws at us and be resilient no matter what. Why is this important? Because to consciously construct your path – a life and work of your choosing – requires you to harness all the ways in which you grow, both accidental and deliberate.

Program Benefits:

- Understand how errors and failure optimize growth and resiliency
- Practice a process to transform resistance to appreciation
- Create a new relationship with (and understanding of) one's comfort zone
- Identify and claim one's stance for clarity and confidence



COMMUNICATION WORKSHOPS

Increase your Conversational Intelligence

Create Trust, Strengthen Partnerships, and Get More Done

2-Hour, Half-Day, or Full-Day

Conversation is the heart of all communication. Conversational Intelligence (C-IQ) is a framework and methodology that integrates the worlds of neuroscience, language, and leadership to help us “make the invisible visible” in our interactions. By increasing our awareness of how conversation works, we can positively shape our neural pathways to consistently create higher-quality and more effective conversations. This workshop is designed for leaders who want to increase trust, collaboration, and mutual success with any audience. By breaking down the components of all conversations and mapping them to core C-IQ principles, participants will learn how different conversations lead others into either “I-centric” protective behaviors or “we-centric” partner behaviors. Through reflective exercises and discussion, participants will experience the cost of poor communication and learn new approaches that lead to efficiency, partnership, and mutual success. Participants will deconstruct and practice the five tools to create a culture of trust and belonging: naming triggers, priming, Level III listening, discovery questions and double clicking. Participants will walk away with a heightened awareness of the neurobiology underlying all conversations; practices to ensure care, courage, and candor in all their interactions with others; and the conversational essentials that lead to inclusion, belonging, co-creation and success.

Learning Objectives

At the end of this session, participants should be able to:

- Learn the three sub-cognitive questions our brains continuously ask to influence the trust you can create in your relationships
- Practice conversational agility within the Three Level of Conversations to increase trust with others
- Describe the importance of the Intention/Impact cycle
- Apply the five Conversational Essentials (tools) to improve your C-IQ



Communicate with Impact and Purpose

Customizable: 1-Hour, 2-Hour, Half-Day, or Full-Day

This interactive workshop focuses on creating and sustaining a connection with any audience – from 1:1s, meeting facilitation, and presentations. We will learn the techniques for effective communication and executive presence; how to be credible and memorable; and practice the skills to connect through engaging delivery and facilitation. We will deconstruct impactful communication into five pillars, answering these questions:

- **Connected:** *How do I create trust with my audience and encourage engagement and participation?*
- **Confident:** *How do I overcome nervousness and embody “executive presence” while speaking, pitching, or presenting to any audience?*
- **Concise:** *How do I say more with less and improve my reputation as a communicator?*
- **Compelling:** *How do I use non-verbal communication to keep others engaged?*
- **Captivating:** *How do I capture the attention span of my audience and ensure that more gets done in less time?*

Learning Objectives

At the end of this training participants will be able to:

- Detail the perspective shift and practice required to embody authentic confidence
- Artfully use silence and practice the awareness “muscle” required to be concise
- Practice non-verbal communication to be more engaging
- Detail how attention span is a communicator’s most important challenge and how to capture the attention back

*** Communicate with Impact and Purpose Workshops can be customized to any desired length of time and include any pillars of interest. For example, a customized workshop could be 2-hours and cover the combination of the pillars: Compelling, Confident, and Concise.**



Empowered Communication for Women

Half-day

Patterns and styles of communication develop over our lives but in terms of gender, we are conditioned at a young age. Males are generally rewarded for being strong, to be right, and to win. Females are encouraged to be sensitive and to care for others' feelings. Effective communication, between both men and women alike, requires empathy, understanding, and the tools to constructively level the playing field. That starts by providing a space for women and other minority voices to objectively understand the impact of cultural conditioning, heighten self-awareness of their unconscious communication patterns, and find support among each other by discussing and practicing ways to successfully transform ineffective communication rituals with themselves and others.

In this communication workshop, we will deconstruct the origin of fear and “triggers” to understand the neurobiology and psychology of the fight or flight response relative to interaction dynamics. This will enable us to better understand the unconscious patterns that hold us back in being effective and empowered communicators. By learning the tools and mindsets to respond, rather than react, to fear and stress triggers, we will become empowered to communicate with positive impact and purpose regardless of the circumstances.

This half-day workshop takes participants on a journey to compassionately understand and overcome the various expressions of fear that prevent us from speaking up and taking a stand. Participants will walk away with a significant understanding of themselves, the cultural landscape, the neurobiology of rejection and its impact on their communication patterns, and the tools to transform ineffective interaction dynamics into powerful conversations.

Learning Objectives

At the end of this session, participants should be able to:

- Discover and understand the communication themes that open us up, shut us down, and drive unconscious behavior
- Describe the impact the neuroscience of rejection has on our communication patterns
- Detail your core personal limiting belief and the consequential survival mechanisms, making the invisible visible in what holds us each back
- Practice the four tools to identify and transform “communication traps” for self and others



LEADERSHIP WORKSHOPS

Leadership from the Inside Out – Stance & Saboteurs

Half-day

After this half-day deep dive, participants leave feeling energized, clear, and connected to one another as humans, not just colleagues. By going through various exercises, we'll increase the level of comfort, vulnerability-based trust, and empathy within the team. With exercises to bring everyone together and break down the inevitable walls that are created through remote work, participants will create a new relationship to their "comfort zone" and claim and communicate a stance for their leadership. We'll dive into the *Positive Intelligence* framework to uncover each participant's unique set of "saboteurs" that get in the way of true thriving and an ability to create meaningful positive impact. Through facilitated discussion and reflective exercises, participants will gain an increased awareness and appreciation for themselves and their teammates and establish a way of relating together in an authentic and connected way.

Learning Objectives

At the end of this session, participants should be able to:

- Describe the impact that their top inner saboteurs have on their leadership
- Engage in practices to deactivate their inner saboteurs
- Practice techniques to be impactful, congruent to their leadership stance



DiSC® WORKSHOPS

Accelerate Productivity & Leadership Excellence with DiSC®

All workshop options are centered around individual DiSC® assessments

Co-facilitated by [Amy Sanchez](#) and [Amy Wong](#)

Everything DiSC® solutions provide rich, versatile learning programs that offer personal insight for learners at every level of an organization. Using a research-validated learning model, each solution provides an in-depth, personalized report including tips, strategies, and action plans to help learners become more effective in the workplace. Select workshops include optional access to an online portal, specific to the organization, to allow the learnings and individual comparison reports to support growth and connection far beyond the workshop.

For All Audiences: Build More Effective Relationships

DiSC® Workplace

Timing: ½ day to full day

The DiSC® Workplace profile provides participants with valuable insights that will help them better understand and appreciate themselves and others, all while offering actionable ways to strengthen their relationships and build trust in the workplace.

Learning Objectives

- Heighten self-awareness by discovering individual DiSC® style
- Gain appreciation for other DiSC® styles
- Promote empathy and understanding of differences to build more effective relationships
- Explore people-reading and fellow employee comparison reports to improve communication with others (optional system access for compounding benefits post-workshop)

For All Audiences: Enhance Emotional Intelligence

Everything DiSC® Agile Emotional Intelligence (EQ)

Timing: ½ day

In today's workplace, it is increasingly important to tune into the needs of others to keep workplace relationships healthy. Through Agile EQ, participants will learn their EQ strengths and opportunities and discover an agile approach to workplace interactions



and learn to navigate outside their comfort zone, empowering them to meet the demands of any situation.

Learning Objectives

- Heighten self-awareness by discovering individual DiSC® style
- Understand individual EQ strengths and opportunities
- Learn customized strategies and identify action steps to build EQ agility

For All Audiences: Turn Destructive Conflict into Productive Conflict

DiSC® Productive Conflict

Timing: ½ Day

Workplace conflict is inevitable. *Everything DiSC® Productive Conflict* helps learners improve self-awareness around conflict behaviors. Rather than focus on a step-by-step process for conflict resolution, this report and workshop helps learners curb destructive behaviors so that conflict becomes productive, ultimately improving workplace results and relationships.

Learning Objectives

- Explore the destructive and productive conflict behaviors of each DiSC® style.
- Understand individual triggers and how to effectively respond to conflict situations
- Discover communication strategies for engaging in productive conflict with colleagues

For Leaders*: Elevate Leadership Effectiveness

DiSC® Work of Leaders (one to many)

Timing: ¾ day or full day

Using the framework of Vision, Alignment, and Execution, *Work of Leaders* gives leaders a lens to understand their own leadership behaviors. By learning how these behaviors impact their effectiveness, leaders will gain specific insight about what they're doing well and personalized tips and insights where they have opportunities to improve. *Work of Leaders* stimulates fresh conversations and perspectives regardless of the leader's knowledge or experience.

*DiSC For Leaders is most suitable for senior leaders who set strategy for the organization



Learning Objectives

- Connect leadership behaviors and tendencies to real-world organizational demands
- Generate powerful conversations about the team and the organization
- Provide a clear path for action with personalized tips and strategies

For Managers*: Strengthen Management Effectiveness

DiSC® Management (one to one)

Timing: Full Day

This workshop helps managers get to the root of one of the most powerful questions they ask: *How do I effectively motivate each person on my team?*

Participants learn about their strengths and challenges as managers and how to flexibly adapt to meet the needs of the people they manage.

*DiSC For Managers is most suitable for those leaders who could benefit from learning how to better motivate individual members on their team

Learning Objectives

- Discover individual DiSC® Management Style, including strengths and challenges
- Acquire the skills to effectively direct, delegate, and motivate others based on their individual needs
- Learn to optimize the growth and development of the people they manage

For Sales Professionals: Connect Better with Customers

Everything DiSC® Sales Profile

Timing: ¼ day

Participants learn about their individual sales style and how to adapt their style to meet the needs of their customers.

Learning Objectives

- Understand and appreciate individual sales style
- Recognize and understand customer buying styles
- Learn how to adapt sales style to customer buying styles



PROGRAM FEES

2022 Booking PROMOTION

Book Amy for a keynote or workshop in 2022 or 2023 and **purchase her new book, Living On Purpose, for each participant and Amy will offer any keynote and workshop at a discounted rate.**

Please inquire about pricing.

ABOUT



Amy Eliza Wong is the founder of Always On Purpose®. She is an executive leadership coach, author, speaker, and facilitator working with organizations such as Salesforce, Roku, LinkedIn, Lyft, Facebook, and more. Amy offers transformative leadership development and cutting-edge communication strategies to executives and corporate teams around the world, as well as institutions including Stanford University and the University of California at Berkeley. She pulls from various disciplines, studies, and practices to find a consilient approach to achieve flow and create profound impact through the three lenses of Self, Relationships, and Results.

As a Conversational Intelligence® certified executive coach with expertise in transpersonal psychology, design thinking, and interpersonal neurobiology, Amy has catalyzed transformative growth for hundreds of executives and teams. She has a passion for helping leaders identify blind spots, build trust, and create next level impact. Amy graduated from UC Berkeley with a B.A. in mathematics and has an M.A. in transpersonal psychology from Sofia University. Her new book, *Living On Purpose*, was released May 24nd, 2022.



TESTIMONIALS

“Amy Wong has an exceptional ability to engage established and emerging leaders and empower them with the tools to be more effective in their collaboration. She is an expert in all things trust and communication and is our go-to for both our firm and the founders in our portfolio around “conversational intelligence”. I’ve received nothing but positive feedback from my partners who have worked with her as well as our portfolio companies and I’ve personally seen the results.”

Chris Farmer, Founder and CEO, SignalFire

“That was the most epic and inspiring keynote I’ve ever sat through. I was totally energized and inspired by your stories and teachings, particularly around painting forward and owning your stance. I’ve been internalizing what both of these mean to me over the past 24 hours and think they’ll become go-to techniques. Beyond what it meant to me, the session was also a highlight for so many on our team. There’s nothing better as a founder than seeing your team totally lean into a values exercise like that, and I was so impressed at the collective vulnerability and openness you created.

Matt Field, Co-Founder, MakerSights

“In my career of almost 25 years, Amy is the single best facilitator I’ve ever worked with. My background is in Communications, so I’ve worked with many. Amy stands apart for her ability to establish group trust and then create extremely engaging conversations that draw in all types of participants and dig deep into truly meaningful topics that are transformative. Amy is an invaluable mix of left and right brain, grounding the soft skills she coaches in hard science. I first met Amy through her Stanford Continuing Ed course on conversational IQ and then introduced her to my company’s entire executive team to facilitate our gatherings. She’s become a coach for many of us and is invaluable.”

Shoshana Deutschkron, Chief Marketing Officer, Wheel

“Amy’s had an extremely positive impact on me as both a leader and human being. She has the uncanny ability to connect with everyone she meets as though you’ve been lifelong friends. Her facilitation and presentation skills are masterful, allowing even the most technical and opinionated of audiences to become more open and engaged. Amy is the real deal, and I would recommend any of my fellow leaders, executives, and friends to find an opportunity to work with her.”

Maxim Williams, Vice President of Inclusion and Strategy, Roku

See more testimonials at www.alwaysonpurpose.com/testimonials