

SPEAKING TOPICS FOR AMY HAWKINS

Generation Strategies

Following are pillar messages for your consideration. Amy is happy to adapt messaging based on your focus and your audience.

Rates are necessary but please don't let rates on websites deter you from reaching out to her to say "here is my budget. What can you do?" Email her here (amy@generationstrategies.com).

HEART OF HER MESSAGING

Communication influences everything.

- Politics
- Activism (Grassroots)
- Community

Communication is. It happens whether you try to be good at it or whether you ignore it. Even your silence is communication.

The question is: if it's going to happen whether we want it to or not, shouldn't we understand it and know how to do it well?

Amy knows it is possible. Let her help you.

In all of Amy's presentations she brings answers to the primary questions. She provides perspective from experience and from an understanding of history. She offers realistic assessments and solutions.

Amy will give you some simple steps on how to up your game of communication whether you are an elected official, a passionate citizen or someone still finding your voice.

COMMUNICATION

Communication Changes Things: Why does communication matter? How can we improve our communication to build better relationships, be more effective, and have better results?

Marketing Your Message: How to build rapport with your target market? How to better understand your brand and to do a market assessment. How well do you know your audience?

Communication Tactic Package: Amy would love the opportunity to come train your team on the basics of good communication. Segments could include things like:

- How to give a good public speech
- How to market an issue, cause, or event
- How to develop a message
- How to know what to share and what to hold back
- A basic overview how everything about you, your story, your brand must be considered because it all sends a message

COMMUNITY AND COALITION BUILDING

Can 1 Person Really Change America? Does 1 person really matter? The answer is Yes! Learn how to make the greatest impact with the fewest number of people. Amy dives into history and real life stories on how one person created a tipping point. She will help equip you to know where to begin.

Networking 101: Learn how to network effectively to grow your circle of influence and partner with the right people for the best outcome.

Building Movements: Learn how to build coalitions and community partnerships. Amy can help your audience organize and coordinate movements.

GRASSROOTS AND POLITICS FOR ACTIVISTS OR LEADERS

Human Relations in Politics: Learn how to value people even when you disagree. Amy will help you know how to understand what grassroots activists want, and how to break the mold and not be transactional - but relational.

Be Effective: Learn how to be effective with grassroots activists and grassroots activists' efforts. Learn how to break into the political arena. And come to understand how to help save America.

Politics and Its Significance: What is politics? How is it different from government? Is everyone meant to be involved in it and why or why not? Politics is so corrupt now - how can we change it? How do we understand it? How do we play a role to be effective in it?

Grassroots 101: Who are grassroots really? Why are they so important to the paradigm we call America? Learn how leaders can better understand their constituents, go where others are not going, use the language that activists use, and give them an opportunity to get to know them.

Local is the Secret Strategy: Many will say there is "a lot wrong" with the world and that there is no way to fix things. Amy disagrees: the solution starts local and not how you think. She breaks down the definition of local government, why it matters, and simple ways you can easily engage your neighbors to bring huge changes to the marketplace.

THE CITIZEN AND LAW ENFORCEMENT

How to Build Relationships with Law Enforcement: Community members are important parts of a Police Officer's job. The reality is that a majority of Americans love Law Enforcement but they are not sure how to help. They don't know what to do. But they are eager to do something. Amy will help you know where to start.

Building Community Partnerships: Learn how to build bridges in the community to expand partnerships and solutions.

More of my work can be documented *PoliceWeekMichigan.com*

Send questions to amy@generationstrategies.com
Learn more: www.amyjaynehawkins.com/publicspeaking