

MMM CONFERENCE

Background Materials & Information

Session Scheduling:

Tuesday, November 7, 2017

6:00 – 7:30 p.m. (end time approximate – will include additional time for Q&A at end)

Session Title: Secrets for Highly Effective Communications

Session Description:

No skill contributes more consistently, and more meaningfully, to professional achievement than the ability to shape thinking and secure support through communication. The simple truth is, those who communicate clearly, crisply and convincingly outperform and out progress those who don't. In this fast-paced, no-nonsense session, the experts from Ninja Communications, Dan Agan and Joe Schreiber, reveal the secrets professionals use to amp up and ramp up communications success.

[For longer version on the web, e.g., or for marketing, add:] But don't expect speech 101. Far from it. During this session, you'll learn the what, why and how of communicating not just winningly, but strategically. You'll learn, for example, the two things that must happen before communications can succeed; how to align what you want to say with what people need to hear; how tapping into mental processes can make you more persuasive; how to make what you say "stickier" and more memorable; how to turn Q&A ordeals into opportunities; how to maintain interest and attention; and how to make slides work for you, not against you. And that's just for starters.

Shaped by scientific research, honed through decades of real-world experience, and used by thousands of professionals who continue reaping the rewards of Ninja coaching, this one 90-minute session will equip you with knowledge and tools you'll use and value long after the conference ends.

Presenter Biographies

Daniel C. Agan, Co-founder & Principal, Ninja Communications

Dan Agan unleashes organizational and individual success as a branding, communications and business strategist, counselor and consultant. As senior vice president of Programming and Marketing for the PBS television network, he helped vision and lead the transformation of educational television into a billion dollar information and entertainment juggernaut viewed by over 90% of US households. During his four-year tenure as senior vice president of Worldwide Marketing for publicly-traded software company Excalibur Technologies, he masterminded a ten-fold increase in revenue, and a 14-fold increase in stock price, and played a central role in Excalibur's reverse merger with a division of Intel Corporation to create the new company, Convera Corporation, for which he served as Chief Marketing Officer. He has been both a reporter and a corporate spokesperson, and has authored and delivered untold numbers of strategic messages, speeches, presentations and pitches. Through workshops, consulting assignments and media coaching engagements, he has helped thousands of professionals craft and convey communications that motivate people to sit up, listen up, and act. A frequent conference speaker, Agan has also lectured on branding, entrepreneurship and strategic communications at leading universities, among them the Harvard University Graduate School of Business, the M.I.T. Enterprise Forum, the George Washington University, and the University of Wisconsin-Madison.

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Joseph B. Schreiber, Co-founder & Principal, Ninja Communications

Joe Schreiber is a communications strategist and 30-year veteran network TV producer blazing a trail for storytelling in the digital age. He helped launch and produce NBC's *George Michael Sports Machine*, which aired for 23-years and pioneered the human-interest storytelling that spawned the cable sports networks of today. Along the way, Schreiber landed 11 Emmy® awards. His commitment to staying ahead of new media trends, utilizing state of the art technology, and affecting audiences through artful storytelling are the bedrocks of his interests today. He is co-founder of 3 Penny Films, which has produced over 60 programs for national and regional cable networks, and serves as managing partner of IPAK, Inc., for which he has produced numerous award-winning commercial campaigns, documentaries, and content marketing videos. Since leaving NBC, he has earned five Telly® awards and two Emmys®. As Ninja's co-founder, Schreiber draws upon the thousands of film and television interviews he conducted all over the world and his unique experiences and perspectives as a storyteller to share the proven communications techniques and strategies that move audiences. He is a 1982 graduate of Boston College and a 2008 inductee of the Greater Washington Jewish Sports Hall of Fame.

Session Introduction

Version One:

A 2013 survey, by recruiting and business services firm Adecco Group North America, found that 92% of senior executives believe the U.S. workforce has a skills gap. But the skills they say are most lacking – by a margin of two to one – aren't technical or computer-based. They're soft skills. And, in virtually every instance, the capability executives cite as missing most often is effective communication. In fact, the results of even a cursory web search for the skills executives and employers value most puts communications at, or near, the top of every list.

Yet, despite the fact that communications, like typing or riding a bike, is learned, many professionals, through no fault of their own, have little opportunity to acquire these skills and develop them to their fullest. The ins and outs of effective communications aren't integral to many degree curricula, and they're not offered through in-house professional development programs.

Our next session goes a long way toward filling that gap. Over the past seven years, Ninja Communications has ignited the communications success of dozens of organizations and more than 5,000 individuals – from business executives and government leaders to entrepreneurs, researchers, engineers, scientists and educators. In the next 90-minutes, Ninja's two co-founders, Dan Agan and Joe Schreiber, are going to reveal proven secrets for creating and delivering communications that shape thinking, change attitudes and influence decisions, and equip you with practical tools you can use immediately to supersize your communications success. Please join me in welcoming Joe and Dan.

Version Two:

Of all the skills in your professional portfolio, which one do you rely on day-in and day-out to fuel success? To win project approvals, for example? Or secure budgets and funding? Land a job?

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Marshal support? Lead a team? Transfer knowledge? Introduce discovery or innovation? Even teach a class?

According to our next speakers, the uncontested winner is your skill as a communicator. Without the ability to clearly and compellingly inform, influence and inspire, they say, nothing happens. Ideas wither on the vine. Opportunities evaporate. Projects founder and progress stops cold.

In the next 90-minutes, Dan Agan and Joe Schreiber, the co-founders of strategic communications firm, Ninja Communications, are going to share their proven techniques for creating and delivering communications that shape thinking, change attitudes and influence decisions. And they're going to equip you with practical tools you can use immediately to supersize your communications success. Over the past seven years, Ninja's workshops, conference sessions, consulting assignments and coaching engagements have stoked the communications success of dozens of organizations and more than 5,000 individuals – from business executives and government leaders to entrepreneurs, corporate workforces, researchers, engineers, scientists and educators – so we're especially pleased they're here with us this evening.

As you'll soon see, they believe passionately in the power of communications – a power they insist anyone can tap – once you know how – to ignite success.

Please join me in welcoming Joe and Dan.