



**Egan Energy Communications, Inc.**

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## **Dynamic Utility Communications**

### Workshop Program Description

Nearly every utility has a strategic initiative underway. Most have four or five. Whether it is a merger, reorganization, enterprise technology upgrade, leadership change or reputation reboot, utilities are retooling to do business in a new way. Surveys have consistently shown that between 50% and 75% of strategic initiatives fail to achieve their goals. **The most common reason is ineffective or infrequent communications.**

The agenda for this half-day workshop can be **customized according to your needs.** Here are some topics EEC can offer your utility:

- ✓ Why effective communication is crucial for your utility's strategic initiatives and your career advancement
- ✓ Communications that reduce risks, increase customer satisfaction and re-engage your employees
- ✓ How to develop and deliver powerful messages that resonate with your audience and drive people to take action
- ✓ The secrets of non-verbal communication: how to control what you're saying when your lips are not moving
- ✓ Six vital tips to honing your communication skills
- ✓ How real-life role playing prepares you for normal interactions and crucial moments alike
- ✓ How to answer difficult or hostile questions
- ✓ Why the news media could be your ally, but it is never your friend



EEC will work with you to deliver a workshop tailored to your specific needs. [Contact John today](#) to discuss your unique situation.