

# You're Invited to Join us for our next Lunch & Learn!

**Tuesday, April 4, 2017**

**11:30-1:00 pm**

**Ashland Hampton Inn**  
*2055 E. Main St., Ashland*

**LA Alumni - \$10 pp**  
*Non-LA Alumni - \$15 pp*

## The Role of Communication in Successful Organizations

One of the top 3 issues that employees cite in their organizations is that there is not enough communication among various levels of organizational management. By implementing some simple strategies, managers can help to offset the negative consequences of not having effective communication systems in place. Join us for this Leadership Ashland Continuing Education Seminar to gain insight into how your organization can reap the benefits of improved communication both internally and externally.

### Learning Objectives:

- ◆ Learn how to perform a simple communications audit in your organization
- ◆ What to do with the results of a communications audit
- ◆ Understand why employees want and need better communication to do their jobs
- ◆ Be aware of what employees are communicating both inside and outside the organization
- ◆ The role of social media in organizational communication
- ◆ Learn steps to take in managing communication in a crisis



### **Presenter: Carole Trimble**

*Ms. Trimble founded Communications Management Strategies, a consulting firm dedicated to assisting businesses, associations and other organizations in maximizing the effectiveness of their public relations and public affairs techniques and programs in 1999. The firm specializes in analyzing the effectiveness of existing programs, creating strategic plans to meet long-term organizational objectives, designing strategic solutions to immediate challenges and managing crisis situations.*



*During her career, she has worked in senior level communications positions, advising organizations in communications strategies and facilitating communications training sessions to aid in workplace interaction, relationship-building and external spokesperson responsibilities. In addition to her success as a communications and management consultant she also has authored three travel/history books focused on the existing sites from the Middle and Tudor ages in Great Britain.*

### **Register online:**

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