

Seattle University Service in Action Seminar Series 2011-2012

**Presented by the Master of Public Administration and
Executive Master of Nonprofit Leadership programs**

This series provides nonprofit and public service professionals with continuing education opportunities and access to current trends.

Leading voices and experts from a variety of disciplines will present the latest ideas and practices.

educating leaders for a just and humane world

The Power of Framing Your Organization's Story

Presenter: Michael Shadow, President, Shadow and Associates, Adjunct Faculty, Master of Public Administration and Executive Master of Nonprofit Leadership programs, Seattle University

Date: Friday, May 25, 2012

Time: 8am to 12pm

Location: Seattle University, Lemieux Library, 122 Boeing Room

Cognitive psychologists say that the brain frames before it looks at all the facts. This mental framing acts much like a picture frame: attention is focused on what's inside, not on what's outside the frame. Whether you are attempting to change attitudes, advocate for new policies, defend budgets or explain decisions, your ability to frame is a major skill in the persuasive communication of stories.

In this four hour intensive workshop, we will focus on the techniques for framing and/or reframing four kinds of organizational stories: stories to spark action, to transmit values, to foster collaboration, and to communicate who you are.

If you need to speak and write influentially, advocate for clients, motivate others, or communicate a compelling organizational vision or purpose - this workshop is designed for you.

Instructor Bio: Michael Shadow is an internationally acknowledged trainer/coach in persuasive communication. He heads the Seattle-based firm of Shadow and Associates, which specializes in public speaking and media preparation for public and private sector leaders. In addition to his private coaching, Michael has designed and facilitated over 500 major seminars for executives and public officials. His clients include environmental activists, judges and attorneys, educators, lobbyists, and political and business leaders in Europe, Africa, South America, Canada and the United States. Michael is an adjunct professor for the Master of Public Administration and Executive Master of Nonprofit Leadership programs at Seattle University.