

YOUR LATITUDE

Christine Kennedy, Office of Alumni Advancement McMaster University

At the Office of Alumni Advancement we are continuously seeking new ways to engage, inspire and connect with our alumni and community. Each spring I organize an annual Professional Development Series and while in the very preliminary stages of organizing the series Laura Cole of Latitude Business Group was recommended as a speaker. In the end due to her expertise and personality Laura led our Four-Part Series, “The Art & Science of a Powerful Presentation” that provided an integrated approach to effective communication that benefited both participants who could attend the whole series and those that could only attend a select few.

In the early stages of our discussions about the series I had an idea of a concept but was unsure of the exact content. Laura spent time discussing the current needs of today’s business professional and from our meetings she designed a professional development series that was current, creative and engaging. I appreciated her creativity and her flexibility and the series she designed took our alumni and community participants beyond simply *public speaking* and addressed issue such as impromptu networking, persuasive presentations and conflict communications.

Laura quickly and easily built rapport with the participants and led a thoughtful, entertaining and informative professional development series.

The series was a resounding success as measured through both the number of registered participants and the feedback from those participants. I would recommend Laura Cole and Latitude Business Group as a speaker, facilitator, or business consultant and I look forward to working with her again.

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Discover Your Latitude

Laura Cole

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