

## Are You Ready To Energize, Engage and Elevate Your Audience?



### Art of Connecting Cross-Culturally: Sharing Stories that Matter

In this engaging, interactive, hands-on workshop Shanna will define the many benefits, both professionally and personally, to cross-cultural connection by sharing the role this has played in her own personal and professional journey. She will share tools that help improve internal communication within a culturally diverse organization such as authentic questioning, modification of communication styles, and cultivating a real desire to appreciate each other's similarities and differences.

#### What will we learn:

- Impact of embracing cross-cultural diversity
- Simple tools that facilitate authentic connections that foster a more inclusive environment
- Specific ways to modify communication styles based on the cultural makeup of the organization

Participants will leave with a sense of belonging and that their uniqueness is appreciated. This feeling will foster a stronger sense of community and involvement in their everyday duties.

### Connecting Is The New Networking: Building Relationships That Matter One Person At A Time

Are you stuck wondering what to say when someone asks, "What do you do?" Does the word Networking make you sweat? Are you looking for ideas on how to maximize an event you are attending?

If you can relate to these statements, then this presentation is for you. We know that networking is still the best way to prospect, yet at times it can feel exhausting, overwhelming and frustrating. What if you can pivot from networking to connecting and building stronger relationships? In this highly engaging and interactive presentation you will:

- Understand the 3 critical difference between networking and connecting
- How to create your 60 second W.O.W statement
- How to determine where to best connect with ideal prospects

Bring your business cards, a smile and let's spend time and building relationships that matter one person at a time

### Check Out What People Are Saying About Shanna K.

"Shanna brought energy to the room. Her magnetic personality and authenticity in sharing her story got everyone feeling connected. She had participants talking, laughing, and sharing their stories, which in turn created a fun synergy amongst them. At the end of the event, many were exchanging phone numbers and making plans to meet after work hours. They truly felt like they were heard and connected over their similarities and not their differences"

Melvyn Smith  
Director of Diversity and Inclusion Genworth

"Shanna brought energy to the room and got our participants talking and engaging. Her exercise on how to build your 60-second introduction was a great ice-breaker and helped everyone understand more about each other. At times people come to a networking event but don't connect with others. Shanna helped them to pivot from networking to connecting. There were laughter, noise, and great actionable takeaways. I look forward to having her present again"

Erika (Petersen) Noyes, CMP, CGMP, CGSP  
Senior Meeting Planner at PSA

"Shanna was an integral part of the success of our second Connector Conference! She really got our attendees pumped up to network. Feedback about her speech and practice was very positive. The only complaint was that there wasn't more Shanna!"

Marcia Sheehan, Founder  
Charmed Cardinals



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## The Art of Connecting for Authentic Sales Conversations

Now more than ever, people don't want to be sold to, but they do want to buy. That's why today the most successful business development and sales professionals know how to create connections built on an authentic desire to understand what someone needs and offer real solutions to solve their biggest problems.

### What Will Be Learned:

- How to start an authentic sales conversation
- How to truly create trustworthy relationships with your prospects
- How to handle objections
- When it's the right time is to close the sale

## Own the FAB woman in YOU

*"Why don't I have the business relationships I know I need to succeed?" "Why aren't I at the level in my career I thought I would be by now?" "Why haven't I been able to build & lead the strongest team in my organization?" "Why am I not the influencer I know I am meant to be?"*

If any of these questions sound all too familiar, then this presentation is for you. You will discover what it takes to be truly Fearless, Authentic & Bold & it starts with asking a different question altogether. What will living from the rock-solid foundation of my best F.A.B. life do for me in my career, life, and relationships?

When I left my familiar home in Ecuador to attend college in the southern United States, I experienced a nearly debilitating "culture shock." I didn't look like anyone else. I didn't talk like anyone else. I just didn't fit in. The one thing I knew is that something had to change. I made one pivotal decision that changed everything in my college experience, my career, my relationships, & positioned me to be successful in business to this day.

### Your participants will learn:

- The insight & decision that helped me pivot & free the FAB woman in me
- How to stay authentic no matter the environment, challenges or situation
- How key decisions free them to be bold in their personal & professional life

## About Shanna K.

Shanna Kabatznick has been discovering and living the art of connecting her entire life. Born in Quito, Ecuador to a Jewish American father and Spanish Catholic mother, Shanna often felt that she didn't completely fit anywhere, but she found a way to create friends and actively participate. When she moved to the United States to attend Mississippi

State University she was suddenly immersed in an environment unlike any she had previously experienced. She felt uncomfortable, defensive and alone. Everything changed when she realized the keys to connecting with people different from herself. Her relationships transformed. Shanna went on to earn her Bachelor of Arts degree in Management Information Systems and create a successful 20-year career as a trainer, manager, and exceptional business development professional in the finance

and banking industry. Today, she is the Founder and Chief Empowerment Office of **FABWOMEN**, a community of professional women. In addition, she is a bilingual keynote speaker who specializes in helping all professionals truly connect in a diverse world so that they experience reduced workplace conflict, increased productivity, and more successful sales conversations. Her own "art of connecting" story is featured in *Gusty Tales Off the Rails*.