

Trainers



Dan Cowling, MA
Agency President

Cowling has more than 30 years of agency marketing and management planning experience with some of the largest agencies in the nation.

He is an award-winning communicator who serves as adjunct faculty at the University of Arkansas.



Lisa Bondurant, MA, APR
Senior Vice President,
Director of Public Relations

Bondurant has 22 years of experience as a public relations practitioner. She earned the coveted "APR" accreditation from the Public Relations Society of America (PRSA). The APR accreditation is a national credentialing program that indicates an individual has passed rigorous written and oral exams concerning public relations practice, theory, history and ethics.



Rex Nelson
Senior Vice President,
Director of Government Relations
and Public Outreach

Nelson is a renowned journalist and former presidential appointee. He has an extensive journalism, political consulting and broadcasting background that includes having served as assistant sports editor of the Arkansas Democrat, Washington bureau chief of the Arkansas Democrat, political editor of the Arkansas Democrat-Gazette and editor of Arkansas Business.

communications|group
marketing|advertising|public relations



The Communications Group opened its doors in 1987 and has grown into one of the region's leading marketing, advertising and public relations firms.

Along the way, we have developed a reputation for being different than the typical ad agency.

One of those distinctions involves the consulting services that we provide our clients. Services that have nothing to do with "buying ads" and everything to do with producing results.

The Competitive Edge is one of those services.

We have the right experience, people and knowledge to help you gain a competitive edge in the market.

Visit our website for more information about our people, clients and services.

400 west capitol suite 1391 little rock, arkansas 72201
501 376 8722 fax 376 9405 www.comgroup.com
NewFoundNation.com RexNelsonSouthernFried.com

COMPETITIVE EDGE

Training & Development

communications|group
marketing|advertising|public relations





Training & Development

The Communications Group offers training and development for staff, executives, board members, community leaders and program managers. Programs are tailored to each organization. Our classes can be offered in a series or as a single class.

Executive Leadership Development

Our most popular and frequently requested training is the "Communicator's Complete" series. It includes in a single day:

- Personal Development
- Managing the Media
- Introduction to Message Mapping

Call for more information and cost.

Strategy Circle is registered trademark of Dan Sullivan's Imagine Life executive coaching series.

Personal Development

- Increases productivity
- Improves employee satisfaction
- Helps employees prioritize and manage time
- Gives staff the tools to bring clarity and focus to their professional and personal lives

"There's no such thing as a separate work life and personal life. You have one life." This is the premise for Dan Cowling's leadership training that examines personal development as a means to becoming a more complete professional. His seminars are tailored for the audience and have been given to a variety of audiences from executives to college students.

Class time: 4 hours

Managing the Media

- Teaches you how to stay in control of your organization's message
- Teaches executive leadership how to stay out of trouble with the media
- Helps executives and spokesmen understand the inside workings of a newsroom and the news cycle
- Teaches staff how to respond proactively and reactively to media requests

"You have an obligation to tell the whole truth, but not all the truth you know." Renowned journalist Rex Nelson provides a media training session that teaches the important fundamentals, and then some, of managing the increasingly intrusive media.

Class time: 2.5 to 4 hours

Message Mapping

- Identifies the most important messages for your organization
- Teaches participants a technique to use for effective messaging and provides talking points for any situation
- Gives participants a tool that can be used for complex or simple projects, issues or situations that require a succinct, unified response

Developing a "home base" message is the key to learning how to map a message and stay on it no matter what the circumstances. Lisa Bondurant, APR, teaches a masterful technique for getting many messages focused, supported and on a single page.

Original Mapping Session: 4 to 8 hours

Development of Message Maps: 2 to 4 weeks

Strategy Circle™

- Teaches a technique for executive problem solving
- Helps staff develop strategies for successfully addressing internal and external challenges
- Helps your team overcome organizational obstacles and move toward success

A Strategy Circle is a rapid-response, interactive tool to address a specific problem or obstacle. Strategy Circles have proven to be superior problem-solving tools for management teams with specific objectives and timelines.

Class time: 3 to 5 hours