

Marjie Hadad Talks: The Power of Strategic Communication

Why Communicate to Thrive?

In business and life, we all face challenges. The difference between success and hiccups depends on your communications strategy and how well it's implemented. In this empowering and interactive session, Marjie Hadad, a media and global communications expert, will share three powerful media/communications strategies that will help your audience to thrive in any situation.

Who Needs This?

This session is perfect for leaders, at all levels, interested in learning a new approach to navigate challenges with confidence, time manage more strategically, and control adrenalin when the pressure is on.

What Will Your Audience Learn?

Marjie will teach three media/communication pro tips that she has used to help countless companies, organizations, and individuals reach new heights. Your audience will learn how to:

- 1. Choose the best way to deliver a message**

Learn how to communicate with clarity and purpose, fostering trust and a positive environment even in the most challenging situations. Marjie will show you how to motivate and inspire your team, colleagues, or clients, empowering them to stay committed to shared goals and drive results, no matter the obstacles. This lesson will help you cultivate a resilient mindset that turns challenges into opportunities for growth, and to strategically decide not only *what* messages to share, but also the best *point person* to deliver them.

- 2. Stretch the clock**

Media/Communications professionals are masters at balancing multiple priorities without losing focus. Marjie will share proven time management techniques that will enable you to stay organized, prioritize effectively, and complete all necessary tasks, with time to spare, even with last-minute changes or obstacles.

- 3. Get rid of nervous energy**

In the fast-paced world of business, stress is inevitable. But how we handle stress makes all the difference. Marjie will guide your audience through a simple, yet effective de-stressing exercise that can be implemented immediately to help regain focus, manage anxiety, and maintain a positive, resilient mindset. Whether

dealing with high-stakes situations or daily pressures, this exercise will help you to turn chaos to calm with a smile.

Follow up activity

Follow up activities include: Workshops, Fireside Chats, Communication Assessments and Feedback, Leadership Roundtables, Coaching for Individuals and Teams.

Marjie Hadad

Marjie Hadad has been in media and communications for 40 years.

She is a globally recognized PR expert, former television news reporter and anchor, and an award-winning TV producer and author.

Specializing in medical and venture capital public relations, she designs strategic public relations programs that achieve the business and clinical goals of her clients.

Through her speaking, interactive workshops and leadership trainings, Marjie shows audiences how to use media/communications strategies, practices and tactics to inspire teams, navigate challenges, solve problems, and achieve greater organizational, professional, and personal success.

Marjie also served as an agent at Ford Model Management – Boston and as the media liaison for the Consulate General of Israel to New England. In addition, she worked as a researcher and speech writer for the Policy Planning Department of the Ministry of Foreign Affairs of Israel.

She began her commercial public relations career in 1996, employed first by a boutique agency and later by an international firm. In 2000, she founded Must Have Communications and Consulting.

A limited edition of her first book, *The Power of PR Parenting*, was published in April 2023. It achieved Amazon number 1 best new release and number 1 best seller status in nine different categories collectively. The book also received a Gold Global E-Book, Gold Literary Titan, Speak Up Talk Radio Firebird, Five Star Reader View and Gold Maincrest Media award.

Marjie has been featured in Business Insider, the WSJ, MSN, Medtech Strategist, Parents.com, Good Morning Arizona, Suncoast TV, Liftoff with Jeannie Walden, Tiny Beans, Menspsyche.com, A Dime Saved, Confidence Daily, The Jerusalem Post and The Times of Israel as well as more than 70 podcasts including David Meltzer's Office Hours, Pockets of Knowledge with Desiree Stanley, THINK Business with Jon Dwoskin,

One Fear Per Year with Janice Burt, the Business of Meetings with Eric Rozenberg, and Helping Organizations Thrive with Julian Roberts.

She is married and the mother of three grown children.

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