Introducing the Accelerate Your Leadership Role Series

Meet Marla Harr
Business Etiquette & Protocol Expert

Extinguish Public Speaking Fear
— Stage fright the number one obstacle in giving a speech
Are you uncomfortable presenting in a community business meetings, or especially in front of union leaders and elected officials? This isn’t a weakness; it’s simply an area where you need some help in developing the skills that give you the confidence to talk before a group.

LEARNING OUTCOMES
1. Learn the three P's of public speaking: Preparation, Physical, Performance
2. Understand the soft skills, confidence and polish required to give a professional presentation
3. Develop a talk for a meeting with the Rotary Club, union or city officials, or your choice

Business Etiquette & Protocol Savvy You Need to Succeed
— People do business with people they know, like, trust and respect
The transition to a leadership position can be overwhelming when working with organizations outside the fire service. Proper etiquette and protocols are important in building new business relationships and partnerships. Leadership requires communication, negotiations and social skillfulness. This is etiquette and protocol savvy.

LEARNING OUTCOMES
1. Understand social skills that are critically important to ongoing success.
2. Know the 7 characteristics that make up a person’s “presence power points.”
3. Learn soft skills and knowledge needed to be comfortable, confident and in control in any business or social setting

What the fork?
— Dining etiquette, business and social
New leaders often find themselves meeting with management, influential community leaders and high-profile political figures. Social intelligence (dining, networking protocols, effective communication skills) is the key to making a distinguished first impression.

LEARNING OUTCOMES
1. Understand how to make an impressive greeting, to feel comfortable when engaged in conversation while conducting business when dining
2. Learn proper dining etiquette for business meals and skills for working a room in a reception setting
3. Learn the proper protocols for when you are the host or the guest

What to Say and How to Say it
— It’s hard work and it’s a behavioral skill well worth learning
The need to effectively communicate has not changed in the 21st century. What has changed is the cultural and technological diversity. The challenge is to understand who you need to communicate with and why.

LEARNING OUTCOMES
1. Discover aspects of civility and communication techniques that help build relationships
2. Learn how to effectively communicate both verbal and written with today’s technology
3. Understand the art of active listening – the skills to correctly receive and understand verbal messages

Her work with the fire service includes presenting at the International Association Fire Fighters -ALTS conferences in 2011, 2013, and 2016 and for the State of Ohio in 2014.
Certified and trained through the Protocol School of Washington®
More than three decades of corporate management and educational development experience
Approaches teaching with a down-to-earth personal touch and a sense of humor, making even the most challenging concepts easy to understand. Classes are high-energy, interactive, and fun.
Adjunct faculty member at Arizona State University and California State University.
Active candidate member of National Speakers Association - Arizona chapter

To see how your association might benefit from Marla’s services you may contact her at:
marla@actwelldowell.com
602-476-1941
Visit her website at:
www.actwelldowell.com

Marla’s handbook for the Fire Service is now available on Amazon.

What fire fighters are saying about what they learned and liked:
“Etiquette was nice I feel that I am lacking in that area and is why I choose this class.”
“The interaction that you have with the audience. The “hands on” experience.”
“The practical (section on) presentations in afternoon.
“The soft skills and lessons on proper etiquette in the business setting”