

Business Communication Bootcamp for Veterans

This unique small business initiative offers leading edge experiential training in marketing, communication and management for veteran-owned small businesses.



From going on CNN, to hiring and keeping Millennials, to presenting a proposal and closing the deal, our entrepreneurial veterans are trained to leverage advanced communication skills that create economic opportunities, while developing strong competencies in sustaining their entrepreneurial venture. At the same time, participants will be associating the experiential learning and content-rich environment with your brand, increasing engagement and brand loyalty. The training is also specifically customized to provide tools that transcend PTSD, allowing our veterans to flourish as business owners, while facilitating and integrating advanced communication and personal development skills to enrich all areas of their lives. Program materials are delivered in live 1/2 day sessions at locations hosted for 6 months. The monthly program curriculum includes:

1) High Pressure Communication: Unconscious Bias, Embracing Diversity, Courageous Conversations

Leaders take risks and make mistakes all the time. Dr. Shawne Duperon, a Nobel Peace Prize nominee, has found that when you make a mistake and – don't forgive yourself quickly – it can have a long-term impact. Using Project Forgive as her case study, participants will leave this innovative workshop with new leadership skills that gear you toward smarter risk-taking, limiting defensiveness about unconscious bias, increasing capacities for courageous conversations, and moving into powerful choices that grow your business, your teams and yourself.

2) Leadership Communication- Advanced presentation skills to close the deal

During these interactive workshops, Dr. Shawne shifts your existing perceptions of presentation styles. It's not about getting the presentation "right," or how to stop the "umm's." This experiential class dives deep into the psychology of presenting, offering unique strategies to authentically engage your audience, close the sale, have them approve your project and "good gossip" about it afterward.

3) Internal Communication: Fostering and Understanding Intergenerational Workplaces

Research shows that Millennials will comprise 70% of the workforce by 2024. At the same time, more than 1/3 of employees resist the influx of new generations and dream of the "good ol' days." This workshop emphasizes how to respectfully and authentically collaborate and exchange skills in an intergenerational workplace and uses hands-on communication tools for success.

4) Influence Marketing- Relationship Building for Sustainable Sales

Do clients, employees, colleagues and community business leaders see you as a credible, trustworthy and influential source in business? What about new business and referrals to keep your cash flow pipeline increasing? This advanced training shifts communication leadership perceptions, producing new levels of results in a sales. Participants create actual sales systems for sustainable and generative cash flow.

5) Advanced Marketing- Social Media Strategies

These non-techie course get to the root of creating long-term on-going relationships in social media. Dr. Shawne should know, she's reaching millions in social media with her case study, Project Forgive. She'll share how to avoid the biggest social media mistakes on the most popular platforms. You'll also discover how to master strategies that help you grow your brand and following.

6) Advanced Marketing- Broadcast and Media Skills for Growth

Whether working with the media is your top priority or your deepest fear, this workshop provide the tips and media techniques that create instant credibility and charisma when being interviewed by any reporter, producer or influential blogger, as well as advanced on-camera techniques for social lives, corporate videos, or live events that utilize cameras.

This program is customized specifically for Veteran-owned businesses.

3-months of Group Coaching calls on Zoom, will follow the live program for sustainability and implementation of new skills. Participants will explore what worked and what didn't and ask questions that advance the teachings. Research consistently shows that hands on dedication with a supportive coach following experiential learning, accelerates success. The experiential programs use your pre-approved branding videos and materials to inspire participants to not only believe in and value your brand, but to become avid brand ambassadors.

The program is led by Dr. Shawne Duperon.

Our Clients



Dr. Shawne Duperon Bio

With her PhD in gossip and social media reach topping 120 million per month, Dr. Shawne Duperon is considered to be one of the most innovative speakers and consultants on communication.

From London, to Athens, to Munich, to across North America, Dr. Shawne educates corporations, universities, governments and entrepreneurs, on how to effectively communicate resulting in increased engagement, retention, agility and strategic disruption in the workplace. Her progressive conversations on forgiveness in leadership, shift unconscious bias and amplify inclusion and respect.

Her case study is Project Forge, a non-profit and non-religious educational foundation that reaches millions in social media and tens of thousands on her Facebook Lives.

You've seen this Six-Time EMMY® winner featured in major media including: CNN, ABC, Inc Magazine, The Wall Street Journal and USA Today.

Dr. Shawne's expertise is leading-edge. Applying gossip theory, she implemented strategies that caused Project Forge to go viral, garnering an endorsement from Archbishop Desmond Tutu and the honor of a 2016 Nobel Peace Prize Nomination for her work on global forgiveness.

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The energy she instilled was unforgettable.
KPMG
”

“
The best media expert I've encountered. Period.
Better Business Bureau
”

“
Clever and worth my time.
A lot of fun.
University of Notre Dame
”

“
Powerful experience.
The Walt Disney Company
”

“
Great exposure to communication strategies.
Chicago White Sox
”

“
Outstanding!
Ford Motor Company
”

AS SEEN ON

