



The Power of Brevity:

Maximum Impact with Less Words

Categories: Marketing & Professional Development

It is harder than ever to capture an audience's attention. We decide in around 17 seconds if we like what we are reading.

In this interactive program, we will fine-tune our writing skills, creating concise and engaging material for our readers.

In this program you will learn how to:

- Be heard at work!
- Craft concise emails, evaluations, and presentations
- Grab their audience's attention
- Make your social media posts pop

** Please bring examples of your writing to this program as April will help you edit your examples to make them pop with content!*

Your Knowledge Expert

Date **June 14, 2023**

Time **2.00 PM - 3.00 PM EST**



April Williams



Visibilizando la inclusión en el aula y en la biblioteca

Category:
Advocacy

Conforme a la diversidad que nos complementa hoy en día en todo el mundo, es determinante reconocer y celebrar las diferencias que nos hace únicos. Inclusión es un término que vemos en todos lados, pero, ¿qué es lo que realmente significa? Significa crear espacios donde todos somos bienvenidos y todas las personas se sientan representadas y valoradas. Estos espacios incluyen el aula y la biblioteca pública.

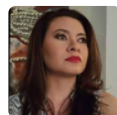
Acompáñanos a explorar las maneras de crear estos espacios y ambientes inclusivos para que todos los estudiantes y la comunidad brillen y sean la mejor versión de si mismos. Desde la celebración de cada cultura hasta los recursos disponibles para todos, hablemos de las formas en que los estudiantes se pueden sentir visibles.

** Note: This webinar will be presented in Spanish. The English Language program of this topic will be presented in August 2023.*

Your Knowledge Expert

Date **Miércoles 21 de Junio**

Time **2.00 PM - 3.00 PM EST**



**Jenny
Lizarraga**



What to Do with Patrons that are Mad on Arrival (MOA)

Category: Customer Service
& Interpersonal Skills

Who's stressed out and overwhelmed these days? That's an easy one! Some of your patrons and co-workers.

How we respond to these difficult patron behaviors is often the key to de-escalating these situations and in turn protecting ourselves when their behavior is no longer acceptable or wanted.

As a result of this program, attendees will learn:

- Specific phrases to use with patrons to stop unwanted behaviors
- The 30-30-30 rule for creating an environmentally safe library space
- Using the OODA Loop model to decide what actions to take (or not)
- De-escalation techniques to use to help patrons focus on problem solving instead of continuing emotional outbursts
- How and why not to take the patrons' behavior personally

Your Knowledge Expert

Date **June 28, 2023**

Time **2.00 PM - 3.00 PM EST**



**Andrew
Sanderbeck**