

MEDIA KIT



SHARON

Delaney McCloud

SPEAKER
LEADERSHIP CONSULTANT
POWER SKILLS PRO

About Sharon!

SHARON
DELANEY
MCCLLOUD



**EMMY AWARD-WINNING BROADCASTER,
CERTIFIED DIVERSITY EXECUTIVE CDE®,
ADJUNCT PROFESSOR, AGENCY OWNER,
CANCER SLAYER, TEDX SPEAKER, AND
COMMUNICATIONS EXPERT**

Sharon helps people make an impact in business and life by embracing the power of communication. As you'll hear her say often, words matter.

By sharing how storytelling in business can move hearts and minds, Sharon imparts expert insights to leaders and their teams so they can drive business results. Audiences worldwide describe her programs as "deeply relevant, moving and actionable."

Sharon is a fierce advocate for women in business and develops programs designed to elevate their career trajectory. Featured in *Thrive Global*, *Enterprising Women*, *Sheryl Sandberg's Option B* platform and co-author of *Keep Going, Memoirs of Strength, Courage & Perseverance*, Sharon shows people how they can inspire, influence and ignite change.



Sharon's diverse client list includes **Cisco, Lenovo, Eaton, 7-Eleven, Duke University, UNC Health, Florida State University, SAS, Biogen, Merz** and many more. Prior to launching her 3 time honored **INC 5000 company**, Sharon spent 20 years as an Emmy Award-winning television journalist covering everything from NASA to politics to the Super Bowl at stations across the country. Sharon is married with 3 kids and loves to travel.

AS FEATURED IN:



CLIENTS



Sharon is such an authentic speaker - she weaves great practical advice in with captivating and funny stories that let you know that every bit of advice she is giving you is real and actionable. She is inspiring and relatable - the entire audience hung on every word she said.

Sharon's Keynote Programs & Presentation Topics

ELEVATE YOUR EXECUTIVE PRESENCE & PERSONAL BRAND

Did you know that executive presence skills rank 2nd in the top 20 leadership traits that make a difference in your career? Now, more than ever, present and future leaders must display C-suite readiness to deliver business results. To do this, you must amplify your influence, thought leadership and business acumen in order to lead transformational breakthroughs. This ability to align your mindshare while commanding a room, in person or virtually, is the DNA of executive presence.

In this high-energy program, corporate communications professional Sharon Delaney McCloud teaches the three key elements to build your executive presence so you can make an impact on your professional and personal life.

Learn:

- The three, key elements to build your executive presence
- The core principles to clear, concise communication
- How to manage your interpersonal style to enhance your leadership presence



Click here to view
Demo Reel



Click here to view
Virtual Demo

Sharon's Keynote Programs & Presentation Topics

HAVE A VOICE, NOT MERELY A SEAT AT THE TABLE: POWERFUL STRATEGIES TO AMPLIFY YOUR IMPACT

In a group setting, men are 75% more likely to speak up than women. And when a woman does speak up, it's statistically probable that her male counterparts will either interrupt her or speak over her. What does this mean? It means, that even in the professional world today if you're not ready to fight to be heard, the silence will kill you. In this engaging, actionable session, Sharon will explore tactics and techniques to amplify your voice figuratively (and literally) and hone your message to make certain that your voice is heard- so that you truly have a voice, and not just a seat, at the table.

Learn:

- Ways to amplify your voice, both figuratively and literally
- Message development tactics to strengthen your communication
- How body language and vocal delivery affect your overall communication

TURN YOUR BATTLE SCARS INTO BADGES OF HONOR: ACTIVATING RESILIENCE & PERSEVERANCE

In these challenging times when our physical, mental and social well-being are tested continuously, it's crucial that we build a culture of resilience. In this compelling narrative, Emmy Award-winning broadcaster Sharon Delaney McCloud presents an inspirational and actionable playbook that audiences can begin using right away in their professional and personal lives. Sharon co-authored a book based on this keynote, *Keep Going, Memoirs of Strength, Courage & Perseverance*.

Learn:

- The Community Resilience Model and how to incorporate it into your life
- A deeper understanding of how to use grit and gratitude to overcome negative circumstances
- A different way to approach integrating your professional and personal responsibilities that align with who you are

Sharon delivered a message of strength, hope and resilience. She brought you along with her through her personal journey and left you with the courage and tools to move onward and upward. She took my breath away and then gave it back.



Sharon's Keynote Programs & Presentation Topics

LEVERAGING LEVITY IN LEADERSHIP: TOOLS FOR RETENTION AND TEAM SUCCESS

Face it, you've got to retain your top talent and recruit the next rock stars for your team. But now, more than ever before, you have to create an environment where people are motivated and empowered to deliver their very best work while building trusted relationships at the same time. Not an easy task.

During this high-energy presentation, corporate communications pro Sharon Delaney McCloud shows you why and how you need to leverage levity and proven retention strategies in your leadership toolbox today.

Learn:

- How levity can change the dynamic of your team
- Actionable ways to reduce stress and build bonds by using proven levity lessons & techniques
- Ways to make your team feel like they belong to your organization

TRANSFORMING LIVES AS HEALERS AND LEADERS

Fatigue, burnout, staffing shortages...the list goes on and on for what healthcare workers face today. It's time for them to reignite why they went into healthcare in the first place. They must understand how they are being valued, respected, and honored for their compassion and commitment to serving others. But it has to go beyond platitudes on self-care and resilience. Nurses, techs, support staff and clinical leaders need a visceral spark that results in true change. As a fierce advocate for patients and healthcare workers, Sharon Delaney McCloud brings a unique perspective that motivates people to remember their "why." Sharing lessons from her days as a caregiver, bereaved parent and cancer patient, Sharon will show you how to be a catalyst to transform lives as healers and leaders.

Learn:

- Reignite your passion for healthcare
- Framework to build on the Community Resilience Model
- 10 actionable skills to leverage right away for immediate
- Ideal for Continuing Education Units (CEUs)

Thank you so much for the deeply insightful Allyship presentation you facilitated for us through the Privilege Walk. My coworkers and I are still discussing your presentation and many of us, myself included, were moved to tears by the content and your empathetic approach.



Sharon's Keynote Programs & Presentation Topics

COMMUNICATE WITH CONFIDENCE AND IMPACT: THE POWER SKILL YOU NEED NOW

In an age where spoken word is quickly being replaced by digital conversations, it's crucial to develop strong communication and presentation skills to make your mark. Communicating effectively is one of the most powerful tools any professional can have. The way you speak to someone one-on-one and in front of a group sets the foundation for how people perceive you. Do they take you seriously? Do you command their attention? Or does your vocal inflection or body language turn them off? Learn how to communicate with confidence and impact, both in person and virtually, from Emmy Award-winning journalist and communications pro Sharon Delaney McCloud.

Learn:

- Ways to create powerful messaging, whether it's an elevator speech or keynote address
- How body language and vocal delivery affect communication
- Virtual presentation best practices and set-up guidance
- Steps to continue practicing techniques learned

RECOGNITION



Corporate Training

PROFESSIONAL DEVELOPMENT IS THE NEW PENSION

How Professional Development Helps Your Team Win

The strongest organizations today are ones that create a culture of engagement where people are motivated and empowered to deliver their very best work. As company leaders see in daily headlines, retention is the name of the game. If you can keep your top talent, you can focus less on recruitment and more on developing your teams.

In fact, learning and organizational development is now a priority. What can you do to make your workplace stand out and build loyalty? Conventional perks like remote and flexible hours, gym memberships and onsite cafeterias no longer cut it. According to the Association for Talent Development, **companies that offer comprehensive training programs increase loyalty among its teams and have 218% higher income per employee than companies without formalized training.**

CORPORATE RETREATS, OFFSITES, SALES & INCENTIVE EVENTS

When You Invest in Your Employees, They Feel Valued

Not only will you build stronger engagement with your teams, but you also will benefit from employees who now can contribute in more meaningful ways to the company's bottom line. Their improved power skills in leadership, communication and executive presence can transform your organization.

We've been facilitating results-driven workshops for companies around the world for two decades. From Fortune 100 tech giants to C-Suite executives to university classrooms, we will help you take your team to the next level.

Check out the various programs [online](#) and below that can be offered as in-person or virtual workshops for your leaders and teams:

- Presentation & Public Speaking Workshop
- Media Training
- Executive Presence & Personal Branding Workshop
- Workplace Communications
- Virtual Meetings Best Practices
- Storytelling for Business
- Get LinkedIn or Left Out Workshop

Spencer B. and Melissa C. presented at the AAMC GBA conference, and they were amazing! There was a line of people waiting to speak with them after their talk. I could see your fingerprints on their presentation. Thanks for working with them and helping them represent UNC so well.



Testimonials

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In a room full of high-powered, high-energy executives, Sharon commanded, navigated and engaged the room with ease. She wove together excellent content and an appropriate amount of humor, and attendees left with multiple tangible takeaways to strengthen their communication and networking skills. If Sharon's speaking and I'm in town, sign me up!

- J.F., CHIEF MARKETING OFFICER, MOVEMENT MORTGAGE

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I was lucky enough to see Sharon speak at the NC Chamber's Women's Conference and her unique ability to instantly connect with the audience is just remarkable. Her on-camera background has perfected her speaking and presentation skills, but more than that (and something that can't be taught), she tells stories that draw you in, and make you feel like you are part of the experience. She is engaging, entertaining, intelligent, and so lovely, and I am already looking forward to seeing her speak again soon.

- K.K., MARKETING SPECIALIST, WALK WEST

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Sharon has an extraordinary ability to draw in and inspire an audience. She brings a balance of positivity and humility that is truly captivating. As a woman leader, I take every opportunity to hear her speak and I learn something new every time

- B.B., PRESIDENT AND CEO, BEST NC

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Sharon Delaney McCloud was our keynote speaker at our WAVE (Women Adding Value at Eaton) Women's Conference. She was not only an exceptional speaker, she was very professional and joy to do business with. Sharon will have you laughing and learning at the same time. We not only learned how to be better supporters of each other, we also learned how to dig deep— to turn our tragedies into triumphs. Everyone who attended our conference was positively impacted and transformed after hearing Sharon speak!

- D.C., SR. NPI QUALITY ENGINEER, EATON CORPORATION



SHARON
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Contact Sharon Today



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