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For photos and video, please visit our website at  
<https://bestcollegiateevents.com/program/tuning-into-wiifm-virtual-faculty-in-service/>

# Tuning Into WIIFM - Virtual Faculty In-Service

This In-Service training is an expanded version of the popular **WIIFM Keynote** talk that focuses on the "What's In It For Me?" frequency and how to flip the communications script with 180° delivery of compelling content with real-world relevance.

Using principles of **Communicology™**, Professional coach Tom Leu teaches from the unique vantage point where communication skills and human psychology collide. This multi-media and interactive session explores the practical applications of harnessing "selfless-selfishness" strategies to meet your individual and institutional communication goals by understanding and meeting the needs of others first. This talk emphasizes critical retention & engagement strategies for faculty to use inside and outside of the classroom.

Attendees of this talk gain an impactful and entertaining understanding of powerful persuasion and influence techniques that foster learning inside and outside of the classroom. Participants learn proven strategies that encourage subject matter engagement to aid in student satisfaction, retention, and recruitment. This session empowers attendees to take a macro-view of their messages' impact and long-term relevance.

To truly have an impact in education and beyond, we all need to tune into the "WIIFM" frequency that others are continually broadcasting. Incorporating "selfless-selfishness" strategies into our daily interactions by effectively answering the question "What's *In It For Me?*" for others FIRST, produces a win/win outcome for all parties involved. In today's over-communicated economy and culture, the most effective among us are those who are "smart" emotionally and socially, and who are superior communicators. Sharpening the intuitive skills necessary to manage our personal and professional interactions with others successfully is an all-important art and science. Possessing high-levels of these skills is no longer just nice to have, but necessary to truly influence successful outcomes on-campus, on-the-job, and at home.

## Educator Learning Outcomes:

- Learn how to build rapport, connect, and gain trust quickly and genuinely.
- Consistently see the highest gains in attendance, retention, engagement, and student learning outcomes.
- How to fine-tune your instructional approach to make your messages even more effective inside and outside of the classroom.
- Understand the critical communicational differences between: details vs. discovery; lecture vs. learning; pedagogy vs. passion.
- Harness the power of "selfless-selfishness" to transform all personal and professional relationships positively.

## Key Focus Areas:

- Faculty Development
- Student Engagement
- Advanced Communications
- Leadership
- Collaboration
- Professional Development
- Academic Success

For the live version of this Keynote, please see [Tuning Into WIIFM - Faculty In-Service](#).

## Program Details

### Group Size:

20 to 100+

### Team Size:

N/A

### Program Length:

2.5 to 4 hours

### Space Requirement

N/A

### Setting:

Indoor

### Physicality:

Low

## Program Elements

- ✓ Communication
- ✓ Individual and Team Development
- ✓ Performance & Continuous Improvement
- ✓ Relationship Building & Networking

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