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

Tuning Into WIIFM - Virtual Faculty Keynote

This faculty keynote session emphasizes critical retention & engagement strategies for faculty to use inside and outside of the classroom. Learn how to flip the communications script with 180° delivery of compelling content with real-world relevance by applying principles of **Communicology™** that 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.

Attendees of this session 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 be tuned in to 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.

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 productive 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.

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

Clients Talk About this Program

"It was a pleasure to work with Tom Leu at our Annual Faculty Conference. His **"Tuning Into WIIFM"** faculty keynote session was the perfect way to start the day – providing a boost to morale, thought provoking ideas, and interactive activities to engage the instructors."

Kathy Mizereck - [Florida Assn. of Schools & Colleges](#)

Program Details

Group Size:

Up to 100

Team Size:

N/A

Program Length:

2 to 2.5 hours

Space Requirement

N/A

Setting:

Indoor

Physicality:

Low

Program Elements

- ✓ Collaboration & Accomplishing Common Goal
- ✓ Communication
- ✓ Individual and Team Development

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