



## *ROAR Communications*

*38936 Queens Way, #4  
Squamish, BC, Canada  
V8B 0V2*

*Phone: 778-266-9188  
www.CEOTraining.ca*

### **PROGRAM OVERVIEW**

Million Dollar Message Training provides practical training in leadership, management, and marketing. Program curriculum focuses on the development of organization, communication and strategic marketing skills for those companies seeking to increase growth and become innovative contributors in their fields.

### **PROGRAM OUTCOMES**

Through the successful completion of the program, participants will:

- Communicate the value of their products and services through effective presentations, engaging communication, and sharing results.
- Construct marketing plans for short and long-term growth.
- Conduct research to accurately identify new development opportunities.
- Combine the act of storytelling and social media resources to expand reach and engagement.
- Employ management and leadership skills to improve team performance and strengthen professional relationships.
- Increase communication and presentation skills.
- Grow market share through strategic branding of products and services.
- Develop a Unique Branded System (UBS) that positions business for maximum growth, and reinforces strategic advantages.
- Employ leadership skills that benefit their business, team, and community.

### **DELIVERY AND ASSESSMENT**

50 hours of instruction delivered over 16 weeks in classroom and through live, interactive webinars. Instructional resources (video, audio, and course materials) provided for participants throughout course. Frequent assignments are completed and given feedback for improvement. Course concludes with participants completing a marketing plan designed to meet objectives defined at start of training.

**Assessment Method:** Presentations (40%), Assignments (30%), Class participation (30%).

**Trainer:** Aurora Winter, MBA, Trainer for ROAR Communications