



**WEBINAR**

## **Say What? Understanding How Others Communicate**

(Webinar)

Dates: **Tuesday, September 22, 2020**

Time: **12:00 – 1:00 p.m. CT**

### **Speaker:**

Bridgett McGowen

**Cost: Special rate of \$99 for NHA members**

### **Target Audience**

Hospital & Health System CEOs, CFOs, Reimbursement Directors, Managed Care Directors, Patient Financial Services Managers, Compliance Officers, and Managed Care Directors.

### **Course Curriculum**

You show up in life everyday with every intention of being amazing and making a difference. And just as you feel like you are hitting your stride – maybe you're even ready to high-five everyone in the office because you have had a pretty good day so far – it happens.

You bump heads with someone who doesn't quite "speak your language," who's unhappy about one thing or another. You simply know it can turn your day all the way around. What do you do, and more importantly, how do you keep your cool?

You will leave this interactive session knowing your personal communication style, the communication styles of others, and the most important thing to always remember no matter what you say or to whom you say it.

## Learning Objectives

- Discover factors that contribute to why humans communicate and behave the way we do;
- Know their personal communication styles;
- Understand the communication styles and preferences of others; and
- Understand how to consistently communicate in a way that connects with others.

## Speaker Bios

***Bridgett McGowen*** is an award-winning international professional speaker; a 2019-2020 Forbes Coaches Council member; the founder and owner of BMcTALKS Press, an independent publishing company; and the founder and owner of BMcTALKS Academy where she helps professionals monetize their expertise and reach others with their voices!

McGowen has been a professional speaker since 2001 and has spoken on programs alongside prominent figures such as former President Barack Obama, Deepak Chopra, Oprah Winfrey, Shonda Rhimes, Kim Coles, and Katie Couric.

The prestigious University of Texas at Austin presented her with a Master Presenter Award; Canada-based One Woman presented her with two Fearless Woman Awards; and she has facilitated hundreds of presentations to thousands of go-getters positioned all around the globe.

McGowen has earned bachelor's and master's degrees and has taught for Prairie View A&M University, Lone Star College System, and University of Phoenix. She resides with her family in Phoenix, Arizona.