

AVIS

ROBINSON, M.A.

COMMUNICATION STRATEGIST



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PRESS/MEDIA KIT

Good Business Alignment Strategy

Think Holistically.

Perform Actions of Service.

Help Others Succeed.



Avis

ROBINSON

THE COMMUNICATION STRATEGIST

The Communication Strategist is an intriguing individual who has created a completely new role for her or himself. Considered to be some of the best writers in the business, communication strategists have taken an extra step. They've looked hard at the way companies and individuals use language (all modalities) and the results they achieve, and they've sought out new ways of making language work better for their clients.

Through workshops, leadership coaching and public speaking the communication strategist helps to enhance greater interpersonal connections. Communication strategy runs vertically and horizontally and the communication strategist must understand communication objectives; know their target audience; and know how to deliver the message that is proven to produce the greatest impact. Connect with a communication strategist to access your full internal communication power.

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AVIS P. ROBINSON, MA
COMMUNICATION STRATEGIST

ENTREPRENEUR / AUTHOR / MOTIVATIONAL SPEAKER / STRATEGIST

Avis is an Author and communicator extraordinaire. She graduated Cum Laude from High Point University with a master's degree in strategic communication, and a bachelor's degree in nonprofit leadership and management.

She has authored a book on communication which offers seven rewarding strategies for self-evolvement and approaches to increase the likelihood of producing better outcomes while engaging in the communication process.

Avis' passion for campaign development and coaching interpersonal communication has helped her to develop and cultivate a cultural spin on grooming advanced communication skills.



She is considered a thought leader in her field, for her remarkable and timely brand of cultural communication among her clients and peers. She is a facilitator of hundreds of workshops, seminars, and one on one couple coaching, with 100% client satisfaction.

As the founder and CEO of Grace Out Loud, her professional goal is to bring greater awareness to the communication process two ears at a time.

While, it is her personal goal to strengthen homes through more empathic communication; build stronger businesses brands and develop more meaningful interpersonal relationships. This is a testament to her gift and our universal need to communicate more effectively.

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BUSINESS DEVELOPMENT & LEADERSHIP COACHING



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KEY CLIENT RELATIONSHIPS:

Welfare Reform Liaison Project
Guilford Parent Academy
NAACP / Gate City Youth Council

NC Career Center
12NGO Logistics

Avis P. Robinson, MA, once a partner and consultant with the NC Career Center; focused on enhancing the next generation of leaders. Her guidance on branding, resumes, interpersonal communication, leadership and personal development have been nothing short of transformative.

Organizations are in dire need of leaders who can guide their colleagues through workplace challenges, help them improve performance, and lead them through career decisions.

Grace Outloud's tailored on demand business coaching and presentations have proven to be relevant and impactful. Business is moving at breakneck speed, frequent job shifts, and limited in-house training, professionals of all levels are often grappling with changes. Avis P. Robinson is available with solution driven strategies.

"Watching the evolution and transformation of the individuals that Avis works with, blows my mind! If I had to simmer it down to a single thought I would say-she tells you where to look , but doesn't tell you what to see. Her teaching approach is nothing short of phenomenal" ~ P. Harris / WRLP / Case Worker

AVIS ROBINSON, M.A.

THE AUTHOR

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Everybody needs A COACH! Her expertise in communication is phenomenal! Avis sent me her book (you have your copy right) it is very insightful and spot on. Avis book and services will change the way you communicate with your customers and or clients, the way you communicate with your loved ones and others on a day to day basis as she insist you listen more and actually teaches you what communication is (the process). I respect her for her craft this is definitely her thing! It has helped me in building a team for my business. Don't take my word for it buy her book! ~ Roberta Nicole, Digital Marketing Strategist

Talk is Cheap, Until it Costs you Everything, is a great introduction to the interpersonal communication concept. The title of the book speaks volumes to the importance of communication and the role it plays in our personal and professional lives. In this book, Avis gives strategies to conquering communication misunderstandings before they occur. Avis Robinson's contribution to the world of communication will be extensive. I'm excited to see what her next book has in store. ~ Ashlea Howard Jones, Winston Salem University/Communications Director

As a thought leader in her field, this approach to communication is the next big thing! I encourage you to take it home, read it and prepare to be affected in a way you never imagined. This quick easy read will alter the lives of the readers and leave a lasting imprint on a culture, past, present and future. ~ Phyllis Bridges, CEO, Yalik's Cultural & Art Center

This is a phenomenal person with insight we all need! I love what she is doing...breaking the chains of (mis)communication. Ms. Robinson has helped me so much with how I respond, how I interpret what is seen, said, and heard and why I do what I do and the effect it can have on those around me...especially my kids! I love her in depth book which you can't just read once! ~ Zina Curtis-Smith, Housewife and Mother

OBE Communication Consulting Agency has changed my professional and personal life. Learning how to effectively get my point across to others in a way that is accepted and respected has sometimes been a challenge for me. Avis Robinson has taught me several key techniques that have made me a better speaker and listener. The services OBE offers are life changing and NEEDED!! Thank you OBE and Avis Robinson for teaching me a more effective way to communicate! ~ Sherry Adams, Founder and Director of LLU

Avis Robinson - wow, you're a powerhouse... the info you shared about PR, grants, 501c3, business revenue, business plans, team building, and more was priceless! LISTEN -- if you need ANY of these services, please contact Avis.... she asked me 3-5 questions and was able to pull my vision and then provided detailed plans of action to achieve my mission!

Sulondia Hammond, SueHam Productions, CEO

Shout out to Avis Robinson for her precise expertise in marketing communications...long story short, I had a dead line to meet by 1pm so at 12:06pm I sent a extremely rough draft to her email and by 12:50 she had the final draft in my inbox and at 1:30pm I was presenting and by 3pm we were sealing the deal (Thank God). Avis is extremely talented in communication and she also has a 5 star rating, and a book on effective communication! (Talk Is Cheap Until It Cost You Everything). Hit her up if you ever find yourself at a loss for words or just don't know how something sounds. She's may communication guru and go to!

**Willie L. Pettiford, Sr, Nonprofit CEO,
Breaking the Chains**

Communication is very important in our daily lives, yet so many people take it for granted or don't fully understand its power. Avis shows us how communication impacts our jobs, families, and relationships and offers practical solutions we can adapt to achieve better and greater outcomes. The best thing however, about Avis's approach, is she brings in a cultural context that is often forgotten or overlooked when we talk about guided communication. This mindfulness brings a fresh, yet needful perspective, and makes readers want to start improving their communication habits before they even finish the book. I highly recommend her book and her services.

Tanisha Harris, PhD(c), Purdue University

TESTIMONIALS

Avis P. Robinson's speaking style is informational, motivational and inspirational. Avis delivers powerful keynote speeches and customized class training programs covering a wide range of subjects including:

- Communication
- Culture
- Leadership
- Career/Business Development
- Women's Empowerment
- Faith Based-Spiritual and Inspirational Growth
- Relationship Development

2017-2018 IMPACTFUL TALKS

Talk is Cheap! Until it Cost You Everything!

Communication can be and is often times difficult to manage. Marriages have been broken, jobs lost, friendships severed and businesses negatively impacted because communication has been mishandled. There is a better and more intentional approach to interpersonal and business relationships. This discussion brings both awareness and behavioral outcomes that change lives.

What Our Wounds Communicate

Bessel Van Der Kolk's book titled: *The Body Keeps the Score* shares how unhealthy it can be to have wounds that we haven't dealt with that slow healing. I discussion addresses how communication manifest itself in our daily lives, and as a result of this behavior inspire a more proactive approach to communicating your way through pain.

Are You Almost Persuaded?

Is your faith failing? Are there days when you feel all hope is gone? Are you almost persuaded or are you all in? This discussion is based on the power of influence and character building to help you keep the faith.

Strength, Courage and Wisdom

Based on the hit single by India Arie, *Strength Courage and Wisdom*; attributes that have been inside of you all along! However, negative self-talk is more prevalent and more believable than positive self-talk. This discussion allows you to identify your internal communication habits and halt negativity in its tracks. This is an intense cultural discussion aim at moving communication from past to present and what it takes to ignite the strength, courage and wisdom inside of you, because it really has been there all along.

MOTIVATIONAL SPEAKER

1. The Gallop Organization estimated that there are 22 million actively disengaged employees costing the economy as much as 350 billion dollars per year in lost productivity including absenteeism, illness, and other low, morale issues. (Vicki Ali, Improving Corporate Hiring).
2. 93 percent of employers consider good communication skills more important than a college graduate's major (Hart Research Associates, 2013).
3. HR Magazine reports that in a survey of 4,000 employees, 46 percent said they routinely received confusing or unclear directions, with 36 percent of these employees reporting it happening up to three times each day.
4. In a survey conducted by the Computing Technology Industry Association of 1,000 computer professionals, 28 percent reported poor communication as the primary cause of failing to deliver a project within its original time frame.
5. According to an infographic from Get In Front Communications, subscribers to the Harvard Business Review rated the ability to communicate "the most important fact in making an executive promotable." They ranked it more important than ambition, education and hard work.
6. Forty to 50% of U.S. marriages end in separation or divorce with an average cost of \$20,000.00 (divorcepad.com)
7. Many of the 1.5 million children in the U.S. whose parents divorce, feels as if their worlds are falling apart (Arkowitz and Lilienfeld, 2013).
8. Single parenting is stressful and can have many adverse communication effects on children, including low self-esteem, increased anger, frustration and increased risk for violent behavior (Marnie Kuntz, 2015).
9. One hundred mental health professionals were polled and found that communication problems was cited as the most common factor that leads to divorce (65 percent), followed by couples' inability to resolve conflict (43 percent) (yourtango, 2013).
10. Any time you want to expand your reach beyond your personal inner circle and connect with people who think and feel differently than you do, your communication skills will be the key factor that determine your results.

