

Training and Talks

Professional and Leadership Development

Motivating, interesting, informative, and actionable. Our workshops and talks are designed to help organizations and their teams succeed in today's changing and competitive marketplace.



Improve Your Approach To:

- ✓ Motivating and engaging multi-generational teams.
- ✓ Recruitment and retention of high-performing employees.
- ✓ Communicating effectively with and between internal teams and stakeholders.
- ✓ Communicating your purpose and impact with customers and the community.
- ✓ Boosting innovative thinking within structure for leaders and teams.
- ✓ Crafting and telling your story to align with community and stakeholder priorities.
- ✓ Developing, promoting, and protecting leader identities.

All sessions available as group talks or as hands-on 1/2 day or full day workshops. Save 15% by booking multiple sessions.

ABOUT YOUR SPEAKER

Gordon has over 35 years experience working with government, political, nonprofit, entrepreneurial start-up, and Fortune 100 companies craft and execute their internal and external communications strategies. As the founder and lead communications strategist of 3fold Communications, Gordon applies his deep understanding of brand building and storytelling, workforce development and multi-generational management, crisis communications, and internal team and stakeholder engagement to guide organizations, their leaders, and teams to achieve priorities, engage audiences, and boost innovation. Gordon is a highly reviewed and frequently requested speaker, traveling around the country to share his unique insights on using communication to achieve goals, coordinate and align teams, and grow developing leaders in their roles and within their communities.

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Functional Leadership

BUILDING (AND OWNING) YOUR LEADER BRAND

Define, grow, and protect your leadership identity in a competitive marketplace.

TEAM BUILDING FOR TRUST AND MOTIVATION

Align and empower your team to overcome friction and engage their talent, energy, and motivation.

EFFECTIVE COMMUNICATION

Ensure all audiences hear, understand, and engage with what you and your organization.

DELIVERING RESULTS WITH IMPACT

Develop a leadership mindset for tackling projects and delivering growth that proves impact and alignment with organizational priorities.

ESTABLISHING POWERFUL HABITS

Build powerful personal and leadership habits to transform your team, your organization, your community, and your life.

Effective Communication

STORYTELLING FOR IMPACT AND CONNECTION

Engage your customers and teams by telling your brand story in ways that matter the them.

PITCHING TO PARTNERS

Better understand your “product” to create powerful storytelling that connects you with partners and engages customers in the ways that matter to them.

COMMUNICATING WITH PURPOSE

Improve your team’s communication, moving from informing to engaging in internal and external communications.

ACHIEVING BIG THINGS WITH SMALL TEAMS

Create effective communications and marketing efforts with limited resources.

Audience Engagement and Motivation

GENERATIONAL MOTIVATION FOR TEAMS

Communicate effectively between generations to build stronger teams, working relationships, and recruitment and retention strategies for employees.

INNOVATING WITHIN STRUCTURE

Create opportunities for idea, process, and work innovation within existing organizational and team structures.

GENERATIONAL MOTIVATION FOR DONORS

Communicate effectively to engage and motivate multi-generational donors in today’s competitive nonprofit landscape.

THE CHANGING MARKET CATCH-UP

Understand the wants, needs, and expectations of employees, customers, and communities in this post-Covid, vibe-enomics, novelty-is-the-new-normal marketplace.