



LEADERSHIP COMMUNICATION

for our **NEW** Business World

www.ivoicecommunication.com

The Next Generation of Leaders

In this NEW and very different business world, powered by the Internet and AI, we have found an even greater need for stronger, effective business communication. Most companies, in every industry, have the following training needs and desires:

- To cultivate a cohesive and engaged workforce that leads through trust, collaboration, and clear communication.
- To instill a sense of respect, resilience and well-being amongst all employees.
- To develop leaders with updated leadership communication skills focused team cohesion, business acumen, and clear understanding.



Our training strengthens existing leaders and positions them to coach and develop the next generation of leaders. Thank you for exploring iVoice Communication's executive coaching and workforce training services.



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EXECUTIVE COMMUNICATION COACHING

EXECUTIVE COMMUNICATION COACHING

Executive coaching does not come in a one size fits all package. It's crucial that you're able to clarify and capitalize on your existing strengths and identify traits - or blind spots- that need strengthening so you can step into your future with both the confidence and competence to communicate. Some of these skills are fundamental. Others are nuanced. All take **willingness** to do the work, **up-to-date skills**, and **practice** to get the job done.

3 Distinct Packages:

| FOUNDATION | ACHIEVE | PERFORMANCE |
|---|--|--|
| <p>3 Hours/Sessions:</p> <ul style="list-style-type: none">• A comprehensive assessment of your existing 'strengths and areas that need improvement' plus key communication challenges that may be holding you back.• A 90-minute jump start call with two 50-minute calls to follow, for a total of 3 sessions.• Based on your specific needs and goals, we design a plan that helps you to become more influential, confident and successful. Support includes consistent email check-ins to help you maintain momentum while you practice/apply the updated skills. | <p>8 Hours/Sessions:</p> <ul style="list-style-type: none">• A comprehensive assessment of your 'strengths and areas that need improvement,' plus communication challenges that may be holding you back, with even more ongoing support.• A 90-minute jump start call with seven 50-minute calls to follow, for a total of 8 sessions.• We examine your specific challenges and clear goals, plus design a plan that helps you become more influential, confident and successful. We also engage in follow-through support, along with consistent email check-ins and direct access to your coach to help you maintain momentum while you practice/apply your updated skills. | <p>14 Hours/Sessions:</p> <ul style="list-style-type: none">• Provides the most ongoing support and guidance with a clear assessment of your current strengths and areas that need strengthening.• A 90-minute jump start call with thirteen 50-minute calls to follow, for a total of 14 sessions or 14.5 hours of coaching to be used at your discretion.• You'll be provided templates and processes to follow to help you practice/attain your goals. Audio and video lessons will also be shared with you so you can immerse yourself in this practice, knowing that incremental change leads to lasting change and stronger leaders TODAY and well into the future. |

"Being intelligent doesn't always translate into being a natural communicator but Donna is excellent at building skills and confidence. She's able to distill complicated ideas into usable tools and can help any person regardless of their level."

Jason Chan, District Court Judge
Commonwealth of
Massachusetts

"I would highly recommend anyone wanting to find their inner leader and be able to communicate successfully to consider working 1:1 with Donna who is an excellent coach. "

DR. JAMI SWEDICK
Clinical Lead, Client
Success, Prompt
Therapy Solutions

"Through coaching, I was able to enhance my public speaking abilities, refine my presentations and interactions, and improve my overall executive presence. I felt very supported which allowed me to explore and practice new approaches and step out of my comfort zone."

Andrea Amaral, First VP,
BankFive, MA



Meetings & Presentations

Strengthen Presentation Skills in the ✦ Leadership Communication Lab ✦

Organizing and facilitating powerful presentations are among the most sought-after skills in every industry. This hands-on program for advancing leaders moves you beyond simply 'presenting information' to becoming a respected leader who drives engagement, builds trust, and delivers results - whether you're in front of hundreds, in small groups, or 1:1. In three half-day sessions, you'll build deeper connections with your audience, communicate with a clear focus on business outcomes, and elevate your leadership presence.

We'll show you HOW:

- Identify your core strengths and needs
- Enhance your executive presence
- Analyze your listeners
- Structure your messages
- Control stress
- Engage your audience
- Speak confidently/naturally
- Handle difficult questions
- Communicate non-verbally
- Maximize your visuals
- Develop an action plan for future success



Client Experience

"Donna helped me create, rehearse, and deliver remarks while facilitating a very large meeting. I'm much more confident and comfortable now and that translates to the audience's experience."

Amanda King, M.E.M., Chief of Staff,
Bentley University

"Being intelligent doesn't always translate into being a natural communicator but Donna is excellent at building skills and confidence."

Jason Chan, District Court Judge
Commonwealth of MA

✦ Strengthen Presentation Skills Program ✦

9-Hours of group training plus BONUS 30-minutes 1:1

CERTIFICATES OF
COMPLETION AWARDED





Workshops

Leadership Communication for Our **NEW** Business World

The following workshops are designed as a progression - each one builds on the last, deepening your understanding and sharpening your skills.

We'll move from foundational principles to advance techniques, layering insight with practice so your growth is real, sustainable, and applicable.

Whether you join one or take them all, you'll gain tools that connect to where you are now - and where you're headed next.



1. iVoice Leadership Communication Profile

Effective leadership begins with a clear understanding of your communication strengths and areas of vulnerability. The iVoice Leadership Communication Profile is a strategic communication assessment tool designed to help you understand how your voice shows up—and how it shapes your ability to lead. This essential first step provides a clear baseline so you can build the skills and mindset required to lead with greater clarity, composure, and impact. Whether you're speaking to a board, leading a team, or navigating high-stakes conversations, this profile helps you move from habit to intention—turning communication into a true leadership asset.

Participants will:

- Acquire a clear profile of their current leadership communication strengths and areas they'd like to improve
 - Deepen awareness of how their communication impacts credibility, influence, and trust
 - Identify mindset and skillset gaps that may be limiting effectiveness or executive presence
 - Access a practical framework for targeted growth, aligned with personal and professional goals
 - Establish a strong foundation for more strategic, composed, and intentional communication
-

2. Emotional Intelligence to Drive Performance

Strong teams don't just happen—they're built through self-awareness, trust, and emotionally intelligent leadership. In this interactive workshop, participants will explore the core components of Emotional Intelligence: Self-Awareness, Self-Regulation, Social Awareness, and Relationship Management. Through a mix of discussion, real-life scenarios, and video, attendees will walk away with the people skills that elevate performance, foster connection, and strengthen workplace culture.

Participants will:

- Quiet the overactive mind while sharpening focus and attention
- Navigate change/uncertainty with steadier leadership
- Cultivate psychological safety and deepen trust, at all levels
- Become proactive to conflict, leading to healthier resolutions and stronger cultures

3. Silent Strength: How Leaders Listen Actively

In a world overflowing with noise, the leaders who listen stand out. 'Silent Strength' is a hands-on workshop designed to revive the often-overlooked skill of deep listening—an essential tool for building trust, understanding stakeholder needs, and driving meaningful and productive outcomes. Participants will learn how to tune in fully, even amidst distractions, and leave equipped to foster stronger relationships, consensus, and culture through the power of presence.

Participants will:

- Explore the need for intentional listening in a distracted, high-tech world
- Examine real-world scenarios that highlight the power of active listening in leadership
- Learn six practical guidelines for listening with purpose, empathy, and clarity
- Practice listening skills live to improve retention, connection, and business outcomes



4. Leadership Presence and Influencing Upward

Leadership isn't just about managing down—it's about showing up, speaking up, and influencing upward with clarity and confidence. In this empowering workshop, participants will learn how to embody leadership presence while effectively managing up—navigating power dynamics, building executive trust, and communicating with impact. Whether you're advocating for resources, offering ideas, or delivering feedback to senior leaders, this session equips you with the mindset and skillset to lead with presence and purpose—no matter your title. Ideal for advancing leaders ready to increase their visibility, credibility, and upward influence.

Participants will:

- **Develop authentic leadership presence** that inspires trust and commands attention
- **Master the art of managing up**—build stronger relationships with those in authority
- **Communicate with clarity and confidence** in high-stakes conversations
- **Align your ideas with leadership priorities** to gain support and drive action
- **Adapt to leadership styles** while staying true to your own

5. Leader as Coach: Unlock Connection & Trust

Leadership today is more than delegation—it's communication with intention. In a fast-evolving workplace filled with diverse personalities, shifting priorities, and constant change, leaders must do more than manage—they must coach, connect, and communicate with clarity. This workshop equips leaders with the tools to build trust, while encouraging accountability and fostering high-performance cultures. Participants will learn how to lead with greater influence, guide their people through change, and use every conversation as an opportunity to coach and groom the next generation of leaders.

Participants will:

- Explore the elements of connection and trust to build stronger relationships and team culture
- Learn to coach others as a daily leadership skill—not a one-time event
- Practice articulating clear business goals that align teams and drive action
- Navigate generational and personality differences with empathy and adaptability
- Become proactive in resolving conflict while promoting collaborative solutions

6. The Generational Advantage: Blazing Trails Together

Today's workforce is multigenerational—with great potential. And communicating effectively across age groups requires awareness, agility, and intention. This interactive workshop helps professionals decode generational dynamics. It also sharpens their ability to lead today, while grooming the next generation with clear goals and effective communication. This requires patience, humility, and the willingness to serve, so tomorrow's leaders are poised and ready for the future of business.

Participants will:

- Identify core traits, values, and communication preferences of different generations (Boomers, Gen X, Millennials, Gen Z)
- Recognize how generational filters affect interpretation, decision-making, and trust
- Strengthen messaging and delivery to resonate with diverse age groups
- Replace frustration with curiosity when generational styles clash
- Foster intergenerational collaboration, mentorship, and leadership

7. Delegate Like a Leader

Delegation isn't just about handing off tasks—it's a strategic leadership skill that drives growth, trust, and performance. When done well, it builds stronger teams, frees up creative energy, and creates space for leaders to focus on what matters most. This interactive workshop helps leaders reframe delegation as a form of communication and opportunity. Participants will explore what gets in the way, how to shift their mindset, and how to delegate in a way that strengthens clarity, accountability, and your leadership pipeline.

Participants will:

- Identify common barriers to delegating effectively
- Assess their current ability to delegate
- Communicate desired outcomes with clarity, purpose, and precision
- Practice a simple framework for effective delegation conversations
- Strengthen coaching and follow-up to support accountability and growth

“Working with Donna will open your world to becoming the strongest communicator you can be. She helped me develop greater confidence in my ability to communicate clearly and authoritatively while still being my authentic self.”

Rosemary Reilly-Chammat, Ed.D
Director, School Health and Extended Learning
RI Department of Elementary and Secondary Education

8. Create a Culture of Empowering Feedback

Feedback is not a confrontation—it's a conversation. Yet many professionals avoid it, fearing tension, defensiveness, or just not knowing how to do it. But when feedback is clear, timely, and rooted in growth, it becomes one of the most powerful tools for building trust, driving performance, and strengthening culture. This workshop helps participants shift their mindset around feedback—AND through practice and real-world application, participants will learn to provide feedback that is direct, respectful, and motivating.

Participants will:

- Identify the risks of avoiding feedback
- Shift from performance correction to growth-focused conversations
- Apply practical guidelines that are clear and easy to follow
- Deliver feedback with empathy, accountability, and clear expectations
- Foster a workplace culture where feedback is expected, encouraged, and empowers all

9. Business Fluency: Speak the Language of Leadership to Drive Results

To lead with impact, you need more than technical skill—you need the ability to speak the language of business with clarity, confidence, and credibility. This workshop is designed for current and emerging leaders who want to elevate their influence, increase their earning potential, and contribute more strategically to their organizations. Participants will build fluency in business communication that moves ideas forward, engages stakeholders, and strengthens their leadership voice.

Participants will:

- Explore “the art of the ask” to advocate for resources, ideas, and outcomes with confidence
- Identify language and behaviors that communicate credibility, clarity, and authority
- Translate business drivers into compelling, actionable communication
- Craft and pitch high-impact ideas that resonate with decision-makers
- Strengthen presence and communication style to match the audience and the moment

“Donna’s work is invaluable and time-released. Six months later we most definitely continue to see the benefits of working with her, and look forward to working together again in the future.”

Alyssa A.C. Alvarado
Executive Director Governor’s Workforce Board
R.I. Department of Labor and Training

10. Selling with Substance: Position Yourself, Your Products and Value

Whether you’re leading a project, pitching a new idea, or representing your company, how you present your message can make or break the outcome. ‘Sell with Substance’ is a high-impact workshop for professionals who want to master the art of positioning themselves and their offerings with clarity, confidence, and credibility. This course will increase a participant’s ability to uncover gaps, strengthen existing skills, and cultivate new skills so they are able to:

Participants will:

- Craft clear, persuasive pitches for products, services, and strategic ideas
- Elevate executive presence and communicate with precision and confidence
- Build trust quickly in both formal presentations and everyday conversations
- Use storytelling to make technical or complex ideas relatable
- Respond to questions and objections with composure and clarity
- Position their value without sounding ‘salesy’

1. Executive Energy: Strengthen the Leader Behind the Vision

In this energizing group workshop, participants dive into the first two areas of Emotional Intelligence—Self-Awareness and Self-Regulation—to build a deeper understanding of how stress affects the body and mind. Through a mix of neuroscience insights and practical tools, attendees learn how to identify early signs of overload, regulate their energy, and create habits that promote clarity, focus, and sustained performance. This workshop has the ability to help participants reduce burnout, reclaim stamina, and show up with more presence and energy—every day.

Participants will:

- Examine the simple brain science that impacts emotional and physical energy
- Learn to recognize stress triggers and proactively support emotional well-being
- Explore modern and timeless techniques to recharge the body in high-demand environments
- Practice simple, evidence-based tools that reduce anxiety and boost resilience



12. Leadership Communication Through the Written Word

Your writing speaks for you—often before you ever enter the room. Whether it's an email, proposal, update, or strategic memo, the ability to lead through the written word is essential in today's fast-paced, remote-hybrid business world.

This workshop helps leaders and advancing professionals write with greater clarity, confidence, and strategic intent. Participants will learn how to make their written communication more concise, persuasive, and aligned with their leadership voice—whether they're informing, influencing, or inspiring action.

Participants will:

- Write with a clear leadership voice across formats (email, proposals, updates, etc.)
- Use tone, structure, and language to communicate clearly and concisely
- Consider AI to tailor messages to various audiences—while maintaining creative control
- Make requests, recommendations, and updates more actionable and readable
- Avoid common writing pitfalls that undermine clarity or credibility
- Create communication that drives alignment, trust, and momentum



STRENGTHEN LEADERSHIP COMMUNICATION PROGRAM

6 Session, 12 Hours Plus 1:1 Coaching

Strengthen Leadership Communication, established in 2021, is our signature program designed to elevate both the mindset and skillset of emerging and established leaders. This transformational experience provides practical, proven tools to enhance self-awareness, build trust, and lead with clarity and confidence. This program will help you upgrade how you communicate, advance your career, and model the kind of leadership the next generation needs to succeed.

WHY

Why Leadership Communication Matters...

- **Executive Presence & Influence:** Gain the tools to command attention and earn respect in your interactions.
- **Enhanced Meeting Facilitation:** Conduct meetings and presentations that are not just informative, but motivating.
- **Stress & Emotional Regulation:** Strengthen your ability to stay composed and effective under pressure.
- **Improved Collaboration & Innovation:** Lead people and new projects with clarity, confidence, and skill.
- **Long-Term Impact:** This program is not just for immediate improvement; it will serve participants throughout their careers and support companies with their succession plans.

WHO

Who This Program is For...

- Leaders and Managers who need to present to employees, peers, senior leaders, or customers.
- Advancing Leaders who have recently taken on new responsibilities or roles.
- Teams looking to foster greater cohesion and build trust in their communication practices.

HOW

Week 1: Credibility, emotional intelligence, and executive presence.

Week 2: Speaking clearly, controlling stress, and organizing and structuring meetings/presentations.

Week 3: Assessing and engaging listeners, and opening and closing meetings/presentations

Week 4: Delivering and facilitating meetings and presentations that flow, and best practices for writing and visual aids.

Week 5: Speaking and leading with Psychological Safety- the elements of trust, listening and interjecting and delegating with clarity.

Week 6: Providing empowering feedback, becoming proactive to conflict and cultivating a lifelong communication practice.

“Donna’s leadership communication program is invaluable. Months later, we most definitely continue to see the benefits of working with her and look forward to working together again in the future.”

Alyssa A.C. Alvarado
Executive Director,
Governor’s Workforce Board,
RI Dept. of Labor and
Training

“This program is very useful for anyone running meetings or sharing information with others. It exposed things I can control like existing presentation skills, my biases, and how to communicate as a leader with many different personalities.”

John White, VP,
Information Technology

“I’m more much conscious now of how I communicate and have many new tools for stronger and more authoritative communication. The focus Donna puts on real, tangible ways to improve your skills is different than any other training I’ve received.”

Kathleen Lomi, PMP
Software Program
Manager

This program can be customized.



MINDFULNESS

The Master Mindshift Café Virtual Group Training

Do you or someone you know struggle with high stress, racing thoughts, sweaty hands, even nausea when faced with having to speak and communicate? Might you avoid communicating to ease stress, lower anxiety and make life easier?

But it doesn't....

OR do you speak abruptly and in unexpected ways that may be out of character?
Might you sometimes regret the way you communicated?

Speaking and communicating today takes more time, thought, and energy and we haven't been trained to manage modern business communication challenges—especially in this overloaded, electronic world. Until now.

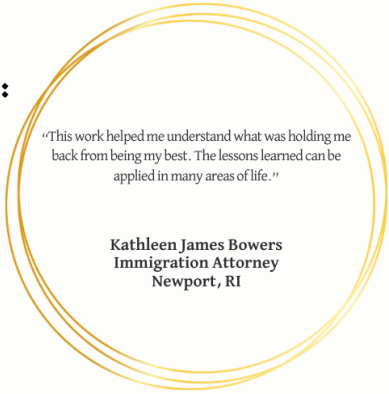
Identifying and unwinding old communication habits and cultivating new skills will support you today and in the years to come. Join the Mindshift Café for short lessons on how to think more clearly while communicating more wisely.

In the Master Mindshift Café you can:

1. Identify your communication strengths and areas that may need strengthening.
2. Explore science-backed tools proven to lower stress and increase focus.
3. Unwind antiquated habits/traits while practicing how to think more clearly and communicate more wisely.

Examples of old communication 'habits' or traits:

- A FULL mind (overloaded)
- Being overly-concerned with perception
- Procrastination, perfection, and people-pleasing
- Avoiding conflict and connections
- Focusing on things you can't control



"This work helped me understand what was holding me back from being my best. The lessons learned can be applied in many areas of life."

Kathleen James Bowers
Immigration Attorney
Newport, RI

Examples of updated communication 'habits' or traits:

- Greater ability to be present and aware
- The capacity to focus attention
- Becoming more curious and less judgmental
- Recognizing and regulating stress and tension
- Limiting electronic consumption
- Leaning into brave conversations

We don't diminish stress and build stronger connections by watching a video, reading about it in a book, or listening to a lecturer. In these sessions, you'll learn about becoming more mindful and aware, and we'll teach you how to practice independently.

Actively participate in these sessions or just listen and learn.

Mindful Communication takes time, patience, and practice. **The Master Mindful Café** introduces you to fresh, new tools to improve your energy level, attention span, and ability to communicate.

We look forward to serving you.



**"We are what we repeatedly do. Excellence is not an act, but a habit."
- Aristotle**

Two vertical lines, one light teal and one dark teal, extend from the top to the bottom of the page. At the top, a thick gold horizontal bar spans the width of the page. From the right edge of this bar, a cloud of gold dots of varying sizes drifts downwards and to the left. At the bottom, a similar cloud of gold dots is positioned to the left of the vertical lines.

ABOUT US

iVoice Philosophy and History

At iVoice Communication, we believe the way we communicate shapes our success, and the quality of our lives and business.

Born out of the challenges of a global pandemic, iVoice emerged from a decade as DMacVoice and Media, with renewed clarity: The world doesn't just need better communication—it needs deeper connection, courageous leadership, and truth spoken with confidence.

When people begin expressing themselves with confidence, trusted connections and empowerment (economic and otherwise) follows.

Real leadership begins with the ability to lead yourself—and grows through the ability to connect with and lead others. In a world where revenue is vital, relationships are irreplaceable.

True leadership requires both.

This is more than professional development. It's the foundation of healthy, fulfilled lives, stronger, more successful businesses, and a powerful, more connected world.

Founder & President



Donna Rustigian-Mac

Donna Rustigian Mac is the founder and President of iVoice Communication, Inc., a company committed to creating confident speakers, effective communicators, and healthy human connection through modern, mindful communication skills. Donna partners with individuals and HR leaders who understand this simple truth: As people grow, businesses grow.

With more than 30 years of experience in communications, Donna's career spans broadcasting, media, executive coaching, workforce training, and motivational speaking.

In 2018, Donna became a certified mindfulness teacher and, in 2021, a qualified change facilitator. Her studies with renowned experts like Dr. Daniel Goleman (Emotional Intelligence) and Dr. Judson Brewer (The Craving Mind; MBHC) allow her to help clients break old communication habits and adopt powerful new practices that meet today's evolving workplace demands.

Donna holds a degree in Liberal Arts and Humanities, and has studied social and organizational psychology at Lesley University, the Mindfulness Center at Brown University, and Harvard University Online. She's a frequent guest lecturer at the University of Rhode Island and Emerson College, and the author of **Know and OWN Your Worth, To Be a Leader**. She is also the creator of **The Six Pillars of Mindful Communication**—a transformative framework designed to build clarity, connection, and confident leadership.



iVoice Communication, Inc.
Greater Boston, Massachusetts, USA

508-954-8279

www.iVoiceCommunication.com

Do you have a communication challenge? You're invited to a complimentary session: 20-minute Discovery Call. We'll answer your questions while you determine if it makes sense to work together in the future.

[Schedule your session here.](#)

