

Angela

MCMILLAN

SPEAKING & CONSULTING



**GREAT
CONTENT**



**THOUGHTFULLY
CURATED**



**EXCEPTIONALLY
DELIVERED**



COACHING

CONSULTING

SPEAKING

Partner with us to elevate your business to new heights through expert consulting and tailored solutions.

Let's transform your potential into success.

WHY ANGELA?

"Angela was polished and yet warm and engaging, funny and insightful. She brought her message to life via excellent examples that were personal and humorous. Angela was relatable, and it's clear that she was incredibly prepared, demonstrating excellence in presentation and respect for her audience. She is a pro!"

- Mary Jane Mapes, Certified Professional Speaker and Leadership/Relationship Strategist

TEDxKalamazoo
An independently organized TED event

asae®
The Center for Association Leadership

MREA
Michigan Real Estate Academy

ASSOCIATION
SUCCESS.ORG

GKAR
Greater Kalamazoo
Association of REALTORS®

"[Angela] was funny, witty and engaging. She provided actual takeaways that you can implement in practice. Bring her back!"

- Attendee, ASAE MMCCOn



"Angela was dynamic and kept everyone energized at the end of the day. Took away a ton of notes and ideas to bring back to my day to day."

- Attendee, ASAE

CONSULTING

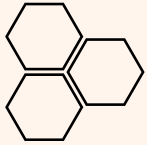
Angela Provides Practical Solutions for Today's Problems

She specializes in transforming business operations and strategies for unparalleled growth and success.



LEADERSHIP DEVELOPMENT

Refine your communication style to increase team clarity and disseminate information more effectively.



OPERATIONAL ORGANIZATION

Streamline your processes to enhance efficiency and productivity.



GROWTH MARKETING

Implement innovative strategies that drive sustainable growth.



OMNICHANNEL MARKETING & COMMUNICATION STRATEGY

Create cohesive, integrated marketing and communication across channels to maximize reach and engagement.



MARKETING TEAM SETUP

Build and develop high-performing teams tailored to your specific business needs.

ABOUT ANGELA

Angela's gift is crafting exceptional messaging and delivering it in a way that resonates and engages.

But wait, there's more! Not only can *she* tap into what your audience wants, she can also impart her approach to you and your team to drive results.

Whether you're giving a presentation from the stage, to a board of directors in a meeting, sending your clients an email, or sharing an idea among staff—how you craft and deliver your message determines if people are coming with you or if your grand idea gets left on the cutting room floor.

Angela provides practical solutions for today's problems. Her approach is rooted in creating workable, consistent processes that reduce confusion and frustration while increasing productivity, inclusion, and trust.

Getting your message to connect and convert to action is challenging but not impossible. Let Angela help focus your efforts so you can focus on reaching your goals—her optimistic, authentic approach will resonate and leave you smiling.



PROGRAM

Beyond the Title: The Essential Traits of True Leaders

In today's rapidly changing world, effective leadership transcends titles and positions. Book Angela for an insightful presentation that explores the core traits that define true leaders—traits that foster trust, inspire teams, and drive success.

In "Beyond the Title," we will delve into essential leadership qualities like empathy, perspective, open communication, and organization.

Through real-life examples, practical strategies, and engaging discussions, this presentation aims to equip you with the tools needed to enhance your leadership capabilities and cultivate a positive culture. Whether you're an emerging or seasoned leader, you'll leave with actionable insights that go beyond traditional frameworks.

30-45 minutes

LEARNING LEVEL

- Applied to Strategic

KEY TAKEAWAYS

- A check yourself checklist.
- Techniques to broaded perspective.
- Organizational tools and practices.



PROGRAM

The Golden Rule Goes Platinum: Lesson in Perspective and Leadership

Do unto others as you would have done unto yourself will only get you so far. This shift in mindset empowers leaders to adapt their communication styles, build deeper trust, and create truly inclusive work environments. By understanding individual needs and preferences, leaders can reduce friction, minimize frustrations, and foster a culture of respect and collaboration.

The session emphasizes the importance of intentional communication and relational intelligence in shaping exceptional workplace experiences. It offers practical strategies for transforming leadership approaches to inspire team members, increase engagement, and drive organizational success. [Watch a preview.](#)

15–30 minutes

LEARNING LEVEL

- All Levels

KEY TAKEAWAYS

- Elevating Communication for Inclusion.
- Reducing Friction through Perspective-Shifting.
- Fostering a Culture of Empathy and Respect.



PROGRAM

Content Marketing is THE Approach

Content marketing has emerged as the quintessential path for those seeking relevance and engagement with their audience because it means providing cost-effective, well-timed, useful assets in a variety of formats to generate quality leads, more conversions, and increased loyalty.

Learn practical approaches to creating content regardless of your staff size and discuss how to encourage every team member to contribute to the content creation process. Explore a case study where rules and regulations were turned into positively-rated content.

LEARNING LEVEL

- Foundational

SESSION ASSETS

- FAQ content development template
- Content calendar planner template

45–90 minutes

KEY TAKEAWAYS

- You will learn how to develop content marketing.
- Create multiple pieces of content based on an individual topic.
- Utilize all staff in the content creation process to maximize staff knowledge and content output.



PROGRAM

Organizing Your Omnichannel Calendar to Engage Year-Round

Today's consumer wants a cohesive, customized, and complete experience. We can have all the tools in the world to help us achieve this, but if we don't take the time to organize and create a fundamental plan, our tools will only churn out mediocre content that does not engage.

With member engagement, recruitment, and retention being the top challenges facing today's association professionals, it's time to review and improve your annual editorial calendar and communication schedule to deliver exceptional member experiences. Learn how to plan and systematize now in order to engage and retain year-round.

2-3-hour workshop

LEARNING LEVEL

- Applied to Strategic

SESSION ASSETS

- Annual editorial calendar template
- Review and discuss content library—example provided
- Create/review and improve annual communication schedule
- How to breakout an individual program at-a-glance template
- Discuss how to share internally with staff to foster collaboration and ideation

KEY TAKEAWAYS

- Develop and/or improve your current editorial calendar.
- Create a comprehensive annual communication schedule.
- Utilize standard operating procedures (and then automate them) to create communication that increases retention and engagement.

PROGRAM

Empathy =

Exceptional Member Experiences

Our ability to empathize with our members is the key to delivering exceptional member experiences because how we communicate and engage with our members directly impacts our success. Metrics like applications and retention, sponsorship and engagement, and loyalty and team culture are positively impacted when we reframe our approach to focus on the perspective of the audience we are serving. Learn how to shift your association's perspective and implement design thinking by embracing empathy. Explore successful case studies of this approach in the areas of programming/events, communication, and sponsorship.

LEARNING LEVEL

- All Levels

60-90 minutes

KEY TAKEAWAYS

- Innovate your communication and increase engagement by designing from your member's perspective.
- Create custom experiences to increase attendance and non-dues revenue sponsorship opportunities.
- Utilize an empathetic approach to build relationships within your team and membership.



LET'S TALK RESULTS

Angela knows the association world! With nearly 15 years serving and working alongside member-focused organizations and nonprofits at the local, state, and national level, she is poised to understand your unique needs and provide insights.

55%

Grew local association annual sponsorship drive revenue increasing non-dues revenue.

Grew local annual membership meeting attendance increasing engagement.

75%

60%

Grew national event app use by providing information in real time, utilizing less staff resources.

Grew national event store sales, increasing non-dues revenue.

34%

WHAT ARE YOU WAITING FOR?

Let Angela know which program
you're interested in for your group.

Book Angela today!



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