

## “How to Use Neuroscience to Master Virtual Communication”

Thursday, January 14, 2021  
Noon – 1 p.m.

Everyone has had “that day.” The one where everything goes wrong. Where everyone’s tempers are high, where you can no longer ignore the little things, and where you woke up exhausted. Unfortunately, “that day” is happening more and more often thanks to virtual communication and macro-cultural stress. But, it doesn’t have to be this way!

**In this one-hour presentation, attendees will learn how subconscious brain processing impacts perception.**

We will explore stress, implicit biases, cognitive expectations, and strategies for virtual conversations. We will also learn to diffuse challenging conversations, build our confidence, and navigate challenging personalities.

Together, we’ll work towards using cognitive expectations strategically to establish an authoritative presence.

**In this presentation you’ll learn:**

- The cognitive models of implicit bias.
- Physiological stress patterns and how this impacts difficult conversations.
- The science of persuasion and evidence-based applications.
- Practical tools including acoustic, linguistic, and kinetic strategies that can be used to either ameliorate or exacerbate listener stress strategically.
- We’ll also discuss ways to practice/ implement skills as well as methods to track your progress.



### **Full Cadence Consulting**

*Better Communication Built on  
Brain Science*

FullCadenceConsulting.com  
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### **Meet our Presenter Natalie:**

Natalie Bradshaw is a sought-after speaker on communication, business, and personal development. After acting in more than 3,000 performances on Broadway, she pursued graduate school to study the neural substrates of cognitive-communication. As a clinical scientist, she has been published in national and international journals and has practiced in top medical institutions specializing in brain injury and polytrauma. As a consultant she began her career in New York City where she worked with Wall Street executives and corporate leaders at prominent institutions such as Goldman Sachs, Sloan Kettering, and Yahoo. Her communication work has grown from there, starting Full Cadence Consulting to help legal professionals, executives and thought leaders to reach their full potential. Evidence based, with Broadway pizzazz – she quantifies the human side of communication!

This presentation will be provided virtually, and has been approved for one hour of CLE through NALA. Register online at the Events tab at [www.lawyo.com](http://www.lawyo.com) \$10.00 for all LAW or NALA members. Also available for non-members -- \$15.00.

Payment to attend this presentation can be made online with your registration.

Questions? Contact Tammy Wuertley, 1<sup>st</sup> VP at [wuertley@spencelawyers.com](mailto:wuertley@spencelawyers.com) or 307-337-1283