



Contact: Candy Marlow  
Economic Development Council of St. Lucie County  
cmarlow@youredc.com  
Office: 772.336.6252

## **Earning the Right to Be Heard**

**Port St. Lucie/January 11** – By popular demand, nationally renowned speaker, author and trainer Phillip Van Hooser is returning to the Treasure Coast.

Earning the Right to Be Heard: Mastering 21<sup>st</sup> Century Communications Skills, an affordable half-day seminar, will be offered on January 23 from noon to 4 p.m. and again on January 24 from 7:30 a.m. to 11 a.m. at the Keiser University Campus, 9400 Discovery Way, Port St. Lucie.

“This lively deep-dive on leadership, conflict-resolution and talent is not to be missed,” said Peter Tesch, president of the Economic Development Council of St. Lucie County (EDC).

Priced at only \$149 for the first attendee and \$99 for additional attendees from the same organization or for additional sessions for the same participant, the cost covers the seminar, materials and either breakfast or lunch.

“From six-step communication models for leaders to the value of learning to listen, Earning the Right to be Heard packs years of real-world experience into a fast-paced half-day program,” said Van Hooser.

The program will include critical communications skills for today’s and tomorrow’s leaders, practical workplace listening techniques, a compelling five-step process for selling your ideas to decision-makers and much more.

A special pre-session seminar, How to Excel in Leadership, will also be offered from 8 a.m. to 11:30 a.m. on January 23.

Limited seating is available for the seminars. Tickets can be purchased online at <http://youredc.com/calendar/details/leadership-development-session-1>.

Seminar partners and sponsors include Keiser University, FPL, the Economic Development Council of St. Lucie County, the Business Development Board of Martin County, Indian River County Economic Development and CareerSource Research Coast.

### **About Philip Van Hooser**

Phillip Van Hooser understands the pressure to increase bottom-line performance and profitability through people – he’s lived it! His experience and engaging stories from Fortune 500 manufacturing, community banking, and boardroom leadership equip leaders with relevant strategies for the demands of the multi-generational workplace. Van Hooser’s latest book, “Leaders Ought to Know: 11 Ground Rules for Commonsense Leadership,” is a must-read for leaders feeling the pressure to perform.

### **About the Economic Development Council of St. Lucie County**

The EDC is a private, not-for-profit organization dedicated to promoting economic vitality in St. Lucie County through the attraction, retention and expansion of businesses in the community. The EDC works in partnership with local governments and the private sector to advance its goals of creating more and better-paying jobs for residents, broadening the tax base and improving St. Lucie County’s economic quality of life. Contact the EDC at 772.336.6250 or <http://www.youredc.com>.



Author and trainer Phillip Van Hooser, MBA, CSP, CPAE, will present Earning the Right to Be Heard: Mastering 21<sup>st</sup> Century Communications Skills