



**Florida Police Chiefs Association**  
Serving Florida's Law Enforcement Since 1952

<b>2022 Executive/Administrative Assistant CORE II Training</b>	
<b>Brownwood Hotel and Spa</b>	
<b>The Villages, Florida</b>	
<b>Monday, May 16<sup>th</sup></b>	
8:00am – 8:45am	<b>Registration</b>
9:00am- 12:00pm	<p><b>Training: Letting Your Professionalism Shine: Effective Written Communication</b> <i>Michelle Bono</i> <i>Bono Communications and Marketing, LLC</i></p> <ul style="list-style-type: none"> <li>• Implementing 7 steps to enhance effective writing</li> <li>• Understanding your “frame”</li> <li>• Connecting with your audience- words matter</li> <li>• Learning ways to enhance flow and improve grammar</li> <li>• Focus on outcomes</li> </ul>
12:00pm- 1:00pm	<b>Lunch Provided</b>
1:00pm- 4:00pm	<p><b>Training: Representing Your Agency: Your Image is Key</b> <i>Michelle Bono</i> <i>Bono Communications and Marketing, LLC</i></p> <ul style="list-style-type: none"> <li>• Making the right first impression</li> <li>• Focusing on what you can do- not what you can't</li> <li>• Building your reputation as the “go-to” professional</li> <li>• Enhancing your communication</li> <li>• Handling community distrust and mistakes</li> <li>• Understanding the value of saying thank you</li> </ul>
<b>Tuesday, May 17</b>	
9:00am- 12:00pm	<p><b>Training: Communications Triaging for Police Chief Executives</b></p> <ul style="list-style-type: none"> <li>• Who Are Your Customers?</li> <li>• How Do They Communicate with You?</li> <li>• Your Personal Pledge</li> <li>• Troubleshooting &amp; Triage</li> <li>• Communicating to Your “Customers”</li> <li>• What Happens When Communications Are Poor?</li> <li>• Let's Communicate!</li> </ul>
12:00 pm- 1:00 pm	<b>Lunch Provided</b>

1:00 pm- 4:00 pm	<b>Training: Ethical Behavior</b> <i>Chief Keith Touchberry, Fellsmere PD</i>
<b>Wednesday, May 18<sup>th</sup></b>	
9:00 am- 11:00 am	<b>Training: Daring Greatness: Develop the Courage to Let Your Game Speak for You</b> <i>Ida Walker</i> <i>Tampa Police Department</i> <ul style="list-style-type: none"> <li>• Determine your pinnacle and define your greatness</li> <li>• How to go above and beyond to enhance your life and the lives of people around you</li> </ul>
11:00 am	<b>Open Forum Questions</b>
11:30 am	<b>Graduation</b>