



# LPA Trains

## About

---

Clients come to LPA when they want to make an impact in the public affairs world, and we craft programs and solutions that deliver. But we don't stop there. The team at LPA includes a deep bench of experienced consultants who offer a breadth of training seminars to help our corporate, nonprofit and government entity clients build internal capacity and capability. Trainings range from preparing spokespeople to stay on message when engaging with media or presenting to stakeholders to developing a personal brand identity and building stronger teams. We work together with clients to tailor the training sessions to meet specific needs and budgets and create desired outcomes.

---

The way Nancy broke down her methodological training has helped improve our effectiveness when working with the media. Her tips, combined with the hands-on, on-camera practice drills, are applicable to a range of situations, from presentations to testimony to news interviews. I would highly recommend Nancy and LPA's media training to anyone who wants to improve these skills.

*- Marlene Garcia, Executive Director  
California Student Aid Commission*

---

## Offerings

---

### **MEDIA & MESSAGE TRAINING**

Today's increased sources of information cover traditional, social and digital media. Learn how to put your best message forward during a two-hour virtual or half-day live media training session that is sure to increase your effectiveness at communicating with reporters. Our comprehensive training program is tailored to your specific needs and messaging and is valuable for even the most skilled spokespeople. We'll prepare spokespersons to understand what makes news, when and how to provide comments for the media, and how to leverage your messaging across various platforms. Participate in a mock media briefing to put your new skills into practice at the end of this fun and informative session. This training can also be tailored to prepare spokespeople for legislative hearings, community meetings and other high-profile events.

### **PERSONAL BRAND IDENTITY WORKSHOP**

Just as companies have a brand and reputation, so do you. And even the best brands don't sell themselves. Building and managing your own personal brand in a competitive market requires intentionality, skill and practice. In this training session, we discuss brand-building and tips on how to expand personal and professional networks, including in a virtual environment. The training includes a working session to develop your own personal brand statement and then put it into practice in a mock networking reception.

## PRESENTATION & PUBLIC SPEAKING TRAINING

Whether presenting at a Board or staff meeting, a business pitch or a government hearing, the ability to communicate clearly is crucial to connecting with and motivating an audience. In this interactive session, participants will learn tips for public speaking and presentation skills to become more confident and engaging presenters - whether in the room or over Zoom. We'll focus on the 3 P's of public speaking: prepare, practice and perform. And then we'll do just that by having participants deliver a "mock" presentation to wrap up the training.

## LEADING CONSCIOUSLY: UNDERSTANDING THE SCIENCE OF UNCONSCIOUS (IMPLICIT) BIAS

This training makes a science-based case for how biases develop (naturally) and how those biases affect our decisions and actions - in the workplace and beyond. Unconscious bias can impact everything from hiring and promotions, to who receives special assignments, employee evaluations, customer service, sales practices and public safety. This is an effective, interactive, comprehensive course which helps leaders, executive teams, managers and associates understand the source of unconscious or implicit bias. It was spearheaded by the American Leadership Forum (ALF) Mountain Valley Chapter, beginning in 2016, and has been adapted for a variety of audiences, including boards of directors, senior management teams, government leadership and staff, corporations and trade groups, community organizations and more. The trainings provide context for more effective discourse on race, gender and other forms of bias for institutions that want to change/guide their cultures. These lessons also help teams to establish a 'safe container' for conversations regarding racial, gender, age and other forms of bias, advantage blindness and privilege and create an essential foundation for any and all diversity, equity and inclusion efforts. There are several pre-training assignments that supplement the workshop.

## CRISIS COMMUNICATIONS TRAINING

Crises come when you least expect them, and they're capable of damaging, even crippling, organizations. LPA has decades of experience not only in helping clients navigate a crisis, but also in working to prepare for them ahead of time. Our half-day training program, which can be conducted live or over Zoom, will be tailored to your needs and conducted by former journalists and media experts. We will cover crisis readiness, communicating in a crisis and crisis recovery. We will also prepare for various crisis scenarios so that if the whistle ever blows, your team will be prepared to take prompt, effective action.

## Meet the Trainers

---



### **CASSANDRA PYE** | Executive Vice President & Chief Strategy Officer

Cassandra Walker Pye has enjoyed a lengthy and successful career in communications, government, politics and as an advocate for corporate interests in global, national, state and local arenas. She is a professional trainer, facilitator and executive coach. Pye is an American Leadership Forum Senior Fellow who has led (or co-led) Leading Consciously trainings since 2016. Trainees have included private and public sector leaders, nonprofit boards and leadership teams, local governments, educators, judges, legal professionals and public safety officials. Cassandra has served in leadership roles in the public and private sectors in

Sacramento and in Washington, DC. She launched her career at the Food Marketing Institute and directed government relations operations for the California Grocers Association and the California Retailers Association. As senior vice president for APCO Worldwide, Cassandra co-led the agency's global food and consumer products practice group. In 2003, Cassandra was appointed deputy chief of staff to Governor Arnold Schwarzenegger. She is former political director and corporate affairs vice president for the California Chamber of Commerce.



### **NANCY HEFFERNAN | Senior Strategist**

Nancy Heffernan is a former journalist turned communications consultant with decades of experience working on complex and high-profile public affairs issues. Nancy specializes in message and strategy development, media relations, writing, crisis and litigation communications, stakeholder outreach, and meeting facilitation and training. As the firm's lead media trainer, she conducts hands-on training for clients in all sectors who need assistance in presenting and maneuvering through the news media jungle to get their messages across effectively. Prior to joining LPA, Nancy had her own consultancy focused primarily on litigation communications, community relations and media relations and training. Before that, Nancy served as co-managing director and senior counselor to the Sacramento office of APCO Worldwide. During her years as a journalist, Nancy was a senior editor of the California Journal, covering California government and politics, and worked in the Capitol bureaus of the Los Angeles Times, Riverside Press-Enterprise and Gannet News Service/USA Today covering State Legislature beats.



### **JESSYCA SHEEHAN | Senior Vice President**

Jessyca Sheehan has extensive experience partnering with state, national and global organizations on strategic communication and public affairs campaigns. Her particular areas of expertise include corporate communications, message development, stakeholder engagement, issues management and crisis communications. She has led public speaking, presentation and message training seminars and professional coaching for statewide non-profits, Fortune 500 companies and senior executives. This has included 1:1 coaching, small group trainings and large seminars of up to 150 people. Before joining LPA, Jessyca was vice president of a Bay Area-based public affairs agency where she served as the agency's lead trainer for messaging and presentation workshops. She previously was a director at the Sacramento office of APCO Worldwide and has also worked for the CalChamber and a non-profit association. Jessyca spent time teaching English at a high school in the southwest of France after graduating with a BA in English and French from the University of California, Los Angeles.



### **TRAVIS TAYLOR | Senior Vice President**

Travis Taylor partners with clients to navigate some of California's toughest and most important challenges. An expert communicator, Travis brings to bear an accomplished career in public affairs, public relations, government and crisis communications for LPA's nonprofit, government and corporate clients. He has conducted numerous executive-level media, crisis communications, messaging and presentation training sessions for private and public sector clients. Travis has led high-profile accounts spanning an array of public policy arenas, including energy, education, health, transportation and infrastructure at the local, state and national levels. Before joining LPA, Travis served as executive vice president of Fineman PR, a strategic communications and crisis communications agency in San Francisco. Previously, he served as vice president of CommPac, a strategic communications agency in Honolulu, following three years as senior advisor to Hawaii's lieutenant governor. Earlier in his career, Travis held a senior role at Wilson-Miller Communications, now Miller Public Affairs Group, in Sacramento.

---

We have been fortunate to have Jessyca Sheehan facilitate her "Building Your Personal Brand" workshop for AWWEE members twice over the last year. Jessyca has an engaging presentation style with the perfect mix of sharing actionable steps and relating to participants with her own personal anecdotes. I am confident that participants came away from the workshops prepared to make the most of future networking opportunities.

**- Meghan Roberts, Executive Director**  
*The Association of Women in Water, Energy & Environment*