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**nspra** EXECUTIVE DIRECTOR  
GUEST SPEAKER

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## BARBARA M. HUNTER, APR

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### USING A GROWTH MINDSET TO BOOST YOUR PERSONAL BRAND

School communicators are familiar with difficulties and setbacks in their work. However, the key to your success may be in how you perceive and manage these challenges. Learn how adopting a growth vs. fixed mindset can spark innovative solutions, collaboration and a shift in thinking. Then, explore how this mindset can be integrated into your personal brand to better define your value proposition.

PRESENTATION LENGTH: 1 Hour

### LEADERSHIP LESSONS FROM THE FRONTLINES OF SCHOOL COMMUNICATIONS

This popular presentation features a collection of leadership lessons over the last 30 years during the best and worst of times in school communications. Now updated with new leadership lessons for the 2023-24 school year, the presentation includes embracing your doubts and defining your success. You'll be able to use these lessons to reflect on and guide your own leadership journey.

PRESENTATION LENGTH: 1 Hour



## BOOK A PRESENTATION

Email [bhunter@nspra.org](mailto:bhunter@nspra.org) with:

1. Possible dates and times,
2. Your desired topic,
3. The presentation format (virtual or in person) and audience size, and
4. Your commitment to pick up expenses if applicable. Honorariums may be made to the [NSPRA Foundation for the Advancement of Education](#).

**Barbara will respond to you directly to book the presentation.**

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## COMMUNITY ENGAGEMENT TO BRIDGE DIVIDES

If your experience with community engagement looks like angry parents venting their frustrations at a school board meeting or fed-up teachers walking out on the job in protest, then it's time to revisit what authentic community engagement really means and the power it can have to bring your community together. Learn how stakeholders can share their own perspectives and listen to diverse views in a civilized, productive manner.

PRESENTATION LENGTH: 1 Hour