



NEXT Women: Thrive – February Edition



Persuasive Presentation Skills

Giving an effective presentation is more than speaking well or having great visuals. Successful presentations involve storytelling – identifying an audience and engaging them with gripping narrative that also informs and influences. This month we've launched a new SkillUp resource page to help you present and persuade.

– Abby Auerbach, Chief Communications Officer & Executive Director,
NEXT Women, TVB



Effective presentation skills help you connect, communicate, engage and persuade others. We've compiled content with actionable steps for creating and presenting innovative and engaging presentations to help you captivate your audience.

[Learn how to improve your presentations](#)



Save the Date: So, You Want to be a GM?

Join us on March 29th at 1P ET for a discussion with **Marilu Galvez, President & GM, WABC** and **Teddie Gibbon, VP & GM, KXLY**. Abby and speakers will discuss skills and strategy necessary for career advancement, as well as challenges and opportunities for women looking to advance to leadership roles, especially GM.

Registration info coming soon.



Next Women Survey Results

Thanks to all who took the survey to help us better understand what type of content is most valuable to you. We were thrilled that so many of you have applied Next Women learnings in your own lives.

"It is valuable to see women in executive positions, hear their stories, and visualize myself in those roles. I am working on my networking skills."

– Jacque H., Next Women Survey Respondent

Survey results show that the most valuable topics are skill-building, work-life balance and women executive interviews. Look out for more of this content throughout the year.

Shout out to the winner of the Starbucks gift card, Katie Elliott, LSM, Morgan Murphy Media.



What We're Reading

8 Classic Storytelling Techniques for Engaging Presentations

— Emily Bartlett, *Sparkol*

The Surefire Way To Get Clarity And Make Progress On Your Career Goals

— Amy Blaschka, *Forbes*

Understanding Workplace Values

— *MindTools Team*



NEXT Women Soundbite

“Your ability to shape your future depends on how well you communicate where you want to be when you get there.”

— Nancy Duarte, *Speaker, Writer & CEO, Duarte Inc.*



Advancing Women

Share promotions & initiatives with us to feature here:

[Gray Promotes Robby Thomas, Valerie Russell to General Manager](#)

[WBRC Adds Sarah Carter as General Sales Manager](#)

[Nadia Khan, Emily Stone, Hannah Barnhardt Named TVN's Technology Women to Watch](#)



Contact Us

Now +1,700 members strong, [NEXT Women](#) helps identify, prepare and advocate for women in the local broadcast television industry as they advance to leadership roles.



[Let us know](#) about women who'd welcome an invite to the NEXT Women community. Thanks to the generous support of WideOrbit there is no fee to join.



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