

# TRAINING AND COACHING FAQs

The Mathews Group serves new and established corporate and media clients with a wide variety of customized courses and options including seminars, Lunch & Learns, and small-group or individual coaching. Each course has focus and structure that is tailored to your needs, and utilizes your actual work products. You will never get “pre-packaged” training.

## WHY THE MATHEWS GROUP?

As a client, your needs are the priority, and we partner with you to elevate your communications from reactive to proactive, from tactical to strategic — ensuring more efficient use of resources and more targeted, reliable results.

We have developed training for corporate communicators, government officials and journalists – with an emphasis on helping engineering- and science-driven organizations communicate more effectively.

**Find out more on our website:**  
[mathews-group.com](http://mathews-group.com)

## WHAT CLASSES DO YOU OFFER?

We deliver the top-tier, customized training. The Mathews Group offers you a variety of communications courses and coaching options tailored to the specific needs and goals of your organization. We develop training in communications planning, core skills such as writing and speaking, and multi-media content creation.

Sessions are interactive and goal-oriented. Ideally we tailor them to produce actual work products that you can use, be that a plan, a strategy, a presentation, a video script, or a marketing tool.

We also do Lunch & Learn programs if your team is looking for a refresher on key skills, or you need to introduce a new area of team focus.

## WHY SHOULD I PARTNER WITH THE MATHEWS GROUP INSTEAD OF JUST MENTORING MY OWN TEAM?

Your expertise is a great resource, but often your team needs a fresh perspective from an outside expert to amplify your message.

Also, consider the opportunity cost of in-house training. Your time is not free. Developing a training plan, course materials and providing follow-up takes time – in our experience, as much as 30-40 hours of work time to develop each two-to-three hour course and supporting materials. That’s valuable time you won’t be able to spend on your primary job functions.

When we design training, we value your input and your team’s expertise. It’s a partnership. We work with you to make sure our training is targeted to your needs, your employees’ skillsets and goals and your corporate vision. Our sessions are always interactive and in-house experts naturally become a valuable part of the process through their participation.

## WHAT CREDENTIALS DO YOUR TRAINERS HAVE?

We bring you senior-level experts in public relations, communication and journalism. We have experience with Fortune 50 companies, government agencies, non-profits and international news organizations.

All the training you get from The Mathews Group is built on solid instructional design theory and human relations practices.

Most classes are developed and/or facilitated by:

**Katherine Brennecke**, director of training, has 20+ years in print journalism, local television, cable news and public relations. She developed and facilitated CNN’s first formal in-house writing course and custom media training for multiple Turner Broadcasting networks. Her expertise also includes extensive research in creating and maintaining audience connections.

**Melissa Mathews** has nearly two decades of experience as a CNN journalist, NASA spokesperson and president of The Mathews Group, and brings her well-honed skills in journalism, media outreach and public affairs to our training practice. She has developed training for corporate clients and public affairs officials, focusing on communications planning, messaging and writing.