



## **We're communicators. We believe you can be, too.**

No matter what your profession or specialty, there's a good chance that your value is judged by how well you articulate your work in person, in writing and in presentations. You're good. We know you can be better.

### **Mathews Group training is different. You'll like it.**

Why? Because it's designed just for you. You will never get "pre-packaged" training from us. Our sessions are interactive and designed to help your team gain strategic focus and achieve high-level performance. Each course is specifically tailored to your needs. We focus on skill development using your actual work products, not theoretical projects.

### **Your needs are the priority.**

We value your input and your team's expertise. It's a partnership. Training is targeted to your vision of success, your employees' skillsets and goals, and your organization's vision, ensuring more efficient use of resources and more reliable results.

### **We offer professional development, training and coaching.**

The Mathews Group serves new and established corporate and media clients with customized training courses and development options including seminars, lunch & learns, and small-group or individual coaching.

We specialize in helping your team members grow their abilities in:

- Core skills: writing, interpersonal communication
- Creating and delivering presentations
- Media appearances, interviewing
- Owned media/multi-media content creation
- Broadcast writing and video production
- Social media savvy

## You'll be in good company.

We develop training for corporate communicators, business executives, government officials and journalists, with an emphasis on helping engineering- and science-driven organizations communicate more effectively. We've coached pharmaceutical researchers, conservationists, physicians, student engineers and business owners on cutting through the complexity to present themselves clearly. Let us work with you, too.

## We are your partners.



**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 includes interpersonal communication, conversational writing and extensive research in creating and maintaining audience connections. Contact her at: [brennecke@mathews-group.com](mailto:brennecke@mathews-group.com)



**Melissa Mathews** has two decades of media experience as a CNN journalist, NASA spokesperson and as founder and president of The Mathews Group. She brings her well-honed skills in journalism, media outreach and public affairs to our training practice. She's developed training for corporate clients and public affairs officials, focusing on communications planning, messaging and writing. Contact her at: [melissa@mathews-group.com](mailto:melissa@mathews-group.com)



**Tia Over**, vice president & chief strategy officer, has built a career in public relations and public affairs on state and congressional political campaigns, at NASA, and at WE Communications as a subcontractor to Microsoft before joining The Mathews Group in 2011. She is experienced in executive communications and speechwriting, strategic communications planning, message development and internal communications. Contact her at [tia@mathews-group.com](mailto:tia@mathews-group.com)

*The Mathews Group is a woman-owned small business offering strategic communications counsel and support, primarily to engineering- and science-driven organizations. We are trusted advisors to corporations and non-profits, and have a record of delivering innovative and award-winning communications products and results. In addition to training, we provide communications, public relations and public affairs planning and implementation. We are experienced in engaging stakeholders through strategic digital and owned content, media relations, written communications and creative design.*