

Crystal Washington Talks

Nurturing Relationships for Business Success (Most popular virtual talk!)

In the face of unprecedented world events, too many people have adopted a 'hunker in the bunker' mindset to give their clients space. Not you! You understand that the key to long-term recovery and growth is nurturing relationships. In this interactive virtual session, technology strategist and futurist Crystal Washington will demonstrate innovative ways you can sow seeds that will mature to create a massive impact in the next few months!

In this session, you will:

- Understand the Dos and Dont's of reaching out to clients when stress-levels are in the red.
- Identify strategic methods of rocking your personal brand using social media.
- Learn creative ways to transform yourself from mere provider to Superhero in the minds of your clients during times of trouble.
- Discover and implement tech tools to bring your peers, clients, partners, and prospects from "What now?" to "WOW."

The Future of Work is Here (In-person, virtual or hybrid)

Constant technology innovations, Gen Z entering the ranks, and a changing global marketplace were already dramatically impacting the face of the workplace. Then 2020 arrived and the script got flipped upside-down. Technology strategist and futurist Crystal Washington shows leaders how they can thrive now while keeping an eye on the horizon to be ready to ride future waves of change.

In this session, you will:

- Identify the significant ways in which technology is re-programming 'us.'
- Discover unique ways to embrace technology trends, fortifying your future for the long run.
- Uncover tips and tactics for riding the waves of change while avoiding wipeouts.

Brand Yourself in an Increasingly Digital World (In-person, virtual, or hybrid)

Uncover how you can create an online and in-person brand that synthesizes your talents and abilities while catapulting your value within your organization and community. Additionally, discover tactics for keeping the communication flow going, internally and externally. Certified futurist and technology strategist Crystal Washington will demonstrate how you can make a bigger bang in less time than ever before.

In this session, you will:

- Build a strong personal-brand referral-machine, relationship-strengthenener, and career-opportunity hotspot.
- Leverage tech and real-world tactics while you construct your in-house-collaboration dream team.
- Discover how you can train your brain to thirst for tech trends and industry knowledge, and satisfy it with just a few sips per week.

Relationships 2.0: Tech Tools & Strategies to Get More Business! (In-person, virtual, or hybrid)

How do you win over prospects when they don't know, like, and trust you...yet? And technology is all you've got to gain their confidence? In an increasingly digital world, professionals can easily fall into the trap of being technology-efficient, relationship-deficient. But not you. Not anymore. Get ready to blow your competition out of the water!

In this session, you will discover:

- How to deliver high-tech, high-touch proposals that generate a high score with your prospects.
- Ways to transform conference calls and 'Zoom Rooms of Gloom' into relationship-building vibrant, virtual marketplaces.
- Fun tools to make you memorable in the eyes and ears of your clients.

Operation Outsource: Master Efficiency using Technology (In-person, virtual, or hybrid)

In an increasingly busy world, many professionals get stuck wishing for more hours in the day to serve clients, grow business, and take care of personal obligations. The inventive ones know how to put technology to work for them—including social media, Google, and key apps—increasing efficiency while improving performance. In this fun and high-energy program, you will discover how to ride the wave of technology and create better business outcomes, while putting time back on your clock!

In this session, you will:

- Discover secrets for adding muscle to your mission, building lucrative relationships.
- Identify turnkey techniques for better business and career management.
- Uncover client-connection 'spy tricks' that will make 99% of internet users go "HUH?" while you gather valuable client info and keep an eye on your competition.
- Develop your dominance of task-automation while you outsource non-revenue generating 'busy' work...even if you work from home.