# CDU Receipt

**Presentation Title:** Is Your Message Getting Through?

**Presentation Description:** Ever feel like your message isn’t getting through? Whether it’s needs we’re prioritizing, risks we’re escalating, stakeholders we’re identifying, or ideas we’re surfacing, if we’re not being heard as BA’s, we can’t possibly be effective within our organizations. Even if our communication makes it through most of the time, we all know that one missed communication can set us back with a long road to recovery. Communication is critical to our success, yet many of us don’t invest enough time into communicating effectively or understanding some simple secrets of effective communication.

What if there was an easy-to-apply, easy-to-remember way to increase the effectiveness of every single communication in your life? Would you try it? Since communication is the leading cause of organizational pain, and since this tool has been proven to improve communications over and over, why not invest just a little time and walk away with a highly effective way to make your communications – and your workdays – even better.

By attending this course, participants will gain a simple tool to help them:

* Identify the objective of a communication before initiating it
* Prepare for the success of the sender and the receiver of a communication before engaging
* Anticipate and mange obstacles that might derail the communication

**ID:** 98f28204-f2b2-4  
**Contact Hours:** 1

**BABOK Coverage:**  Chapter 9: Underlying Competencies

## Presenter(s)

**Speaker Biography:** Sinikka Waugh, president and founder of Your Clear Next Step, spends her days helping people have better workdays. Trainer, coach, business leader, and difference maker, Sinikka is known for consistently helping people improve their emotional intelligence and find innovative ways to solve problems and get things done at work. Putting her background in languages, literature, and project management to good use, since 2006 Sinikka has provided compassionate leadership in transformation initiatives. Her clients value how her results-driven professionalism blends seamlessly with her down-to-earth, “try this now” approach and her relentless passion for helping others achieve even better. Her class participants describe her as energetic and engaging (even over Zoom!). Sinikka holds a BA from Central College, an MA from the University of Iowa, and is a certified Project Management Professional through the Project Management Institute (PMI). Sinikka and her husband Spencer live in Indianola, Iowa with their two teenage daughters. The team at Your Clear Next Step lives the company’s core values of being intentionally reliably useful, approaching problems with creativity and the art of the possible, being positive people-people, and demonstrating humility alongside confidence as they deliver training and coaching to their clients in central Iowa and around the world.

## Event Details

## **Date:** 2022-02-24

**Host:** IIBA Central Iowa Chapter

**Location:** Online

# Validation

This receipt is proof of attendance at the meeting described above by the following individual:

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Attendee Name