




# OUR BRAINS AND THE CHALLENGE OF ENGAGING NEW COMMUNITIES

A 60-90 mn virtual keynote program with Emily Braucher



**BUILDING TRUST IS THE FIRST STEP IN ENGAGING  
A NEW COMMUNITY.**

**BUT THIS IS EASIER SAID THAN DONE...**



In this session, Emily guides participants through an exploration of how primal brain instincts may be getting in way of culturally competent outreach--despite their good intentions. In this interactive, entertaining and dynamic program, she teaches several ways to work with the circuitry of the brain to overcome obstacles and create trust.

**By the end of this session, participants will have:**

- ✓ Clarity about how being pushed out of their comfort zone affects community engagement
- ✓ 2 brain-based tools to help create the conditions for trust with diverse communities

# WHAT CLIENTS ARE SAYING

"That was monumental!" -LAUNCH Together, CO

"This was more than we ever could have hoped for! Emily took a topic that can make people uncomfortable and broke it down into understandable chunks that lead to lasting impact." -PEAK Parent Center, CO

"Wildly successful!" -Renewable Energy Systems, Americas

"From my initial reach out to post-event, Emily was simply amazing to work with! Emily took the time to understand our event's purpose and tailored the presentation to meet our needs. She also took the time to reach out to our community stakeholders ahead of time so she could hear directly from her audience and better understand their perspectives. We also connected in-person the day before the event to talk through additional edits/suggestions. Emily is extremely thoughtful in her approach and deliberate in making sure the content is relevant and practical to the audience she is working with. The day of the event, Emily was extremely dynamic and kept the audience deeply engaged throughout the presentation. She breaks down the content, so it is easily digestible and applicable to each individual/communities' realities. One of our attendees said, "I really loved the presentation by Emily – I learned new insights, specifically how we can calm the fear/stress, be comfortable with the uncomfortable feelings in order to build trust with diverse partners." Post-event, Emily created a short takeaway video that was shared with all attendees. It's a great way to ensure the learning continues beyond the initial presentation or event. I highly recommend Emily for future events – your audience will not be disappointed!!" -LAUNCH Together, CO

"Since this program, our Fire Department has been working towards building trusting relationships with customers we were not reaching before." -Pudre Fire, CO

"Emily was a hit! She grabbed our attention and held it the whole time." -TechStars



# ● ABOUT REFRESH

ReFresh's mission is to show people how to build trusting connections across differences in culture, opinion, and communication style so that we can work together to solve big problems. We do this by building self-awareness, compassion and personal accountability. We challenge our participants to question the status quo and help them consider their communication and trust building challenges from a fresh new perspective. We strongly believe that Black Lives Matter and we are committed to challenging structures that keep systemic racism in place, both in ourselves and with our clients. Helping clients undertake this uncomfortable work is a strength of ours. Through storytelling, interactive experiences, humor and vulnerability, we promote thoughtful reflection, create a shared vocabulary around new ideas, and provide practical applications for cultural concepts.

# CONTACT

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