

MEMBER MEETUP



[January 07th, 2026](#)

Agenda



1. Bagels & Coffee
2. Intros
3. Keeping up with ID
4. Upcoming Events & Offerings for Members
5. **ID Member Spotlight:** Scott Hubbard from Hubbard Communications
6. **ID Member Problem Solving:** Patty Cavanaugh from Your Local Gem

Keeping up with ID:



- CO2CEO Recruitment
 - **Application Due Date:** 01/06/2026
 - **Program Start and End Date:** 01/20/2026 – 03/26/2026
- Midwest Innovation and Entrepreneurship Summit: **on February 26, 2026**
- Clean Energy Incubator Program:
 - Fill out the Connect Form
 - Connect with Ricardo Magallon

Scan the QR code to keep up with the news:





A year in Review:



Upcoming event:



ID Workshops

Present with FOCUS:
A public speaking workshop for small business leaders

A circular portrait of Scott Hubbard, a man with a beard and short hair, smiling. A green curved line is on the right side of the circle.

Scott Hubbard

Wednesday, January 28th, 2026
In-Person: 5:30 – 7:00 PM

- Learn how to engage a group in person
- Project confidence to your clients, prospective investors, and your team
- Reduce nervousness and distracting behavior
- Modify your message for different audiences
- Gain buy-in through clarity and preparation

535 Duane St. Glen Ellyn, IL 60137

Hubbard Communication

Register Today!



Upcoming event:



Use the QR Code to Register Today!



Resources and Workshops



Additional Resources:



Strategic Business Advisor

Mike Varon



Entrepreneur-in-Residence

Elina Conley



Strategic Technology Advisor

Adam Jeffries



**Executive-in-Residence &
Program Director - CEI**

Bill Payne



**Strategic Business
Advisor - CEI**

Ozge Guney



Program Manager - CEI

Ricardo Magallon

MEMBER MEETUP



ID Member Spotlight:

Hubbard Communications

Scott Hubbard

Communication Skills for Leaders

Presenting with Impact

Have You Ever Seen a Boring Presentation?

- What Made it Boring?
- What did the Presenter do?
- What did the Presenter NOT do?

Impact of a Bad Presentation

- New Marketing Director Intro



People Judge Quickly

- Those judgments are based on observed behavior
- Behaviors are learnable
- Behaviors are changeable
- Small shifts → big changes in perception

Two Things are True

1) In-Person Communication is 34 times more effective than digital (HBR)

2) We're getting worse at it. (Forbes)



Services

- B2B: Small-group Training
 - Full Day, Half Day
- B2C: 1-on-1 Coaching

Meet the Team



Scott Hubbard

FOUNDER & HEAD COACH

[Read Bio](#)



Courtney Rioux Hubbard

SR. FACILITATOR / PROFESSIONAL ACTOR

[Read Bio](#)



Charles Hubbard

THE REAL BOSS

[Too Cool for a Bio](#)

Ideal Customers

- Organizations with Learning and Development
- More than 500 Employees
- Cohort-based Programs
- New Leaders (all levels)

Training/Coaching Experience



LUMEN®

NORTHROP
GRUMMAN

EAT•N

EssilorLuxottica

2025 Case Study

A National Insurance Company

- **The Challenge:** Cohort of Newly Promoted Senior Leaders
 - *Improve Engagement/Connection in front of Large Groups*
 - *Project Clarity for Executive Presentations*
- **The Solution:** *Half-Day Training in November 2025*
- *Storytelling for Large Audiences*
- *Data Storytelling for Executive Presentations*
- **The Results:**
- Increased Confidence Telling Personal Stories
- Greater Clarity delivering Data
- 90 NPS score after piloting this training here at ID
- **Current Status:** Next Training Scheduled for February for “Future Leaders Cohort”

How we Help

How Would You Like to be Perceived?

Three Approaches

- FOCUS™ Framework
- REAL™ Storytelling Method
- Three W's of Data Slides



The FOCUS™ Framework

F

Face your
audience

O

Own your
stance

C

Control
your pace

U

Understand
your
message

S

Serve your
audience

Face Your Audience

- Eye contact with one person
- Align eyes and posture
- Pause for connection
- Repeat intentionally



MODULE 2

REAL Storytelling: Lead with a Story

Why Storytelling Matters

- Engages the audience
- Inspires emotion
- Simplifies complex ideas
- Improves audience retention



Tell a REAL™ Story

R

Reality

Set the scene

E

Event

What changed

A

Action

What you did

L

Lesson

What it taught you

Storytelling with Data

“Numbers have an important story to tell. They rely on you to give them a clear and convincing voice.”

Stephen Few, Data Visualization Expert

Source: Forbes, "[Data Storytelling: The Essential Data Science Skill Everyone Needs](#)"



Good vs. Bad Slides

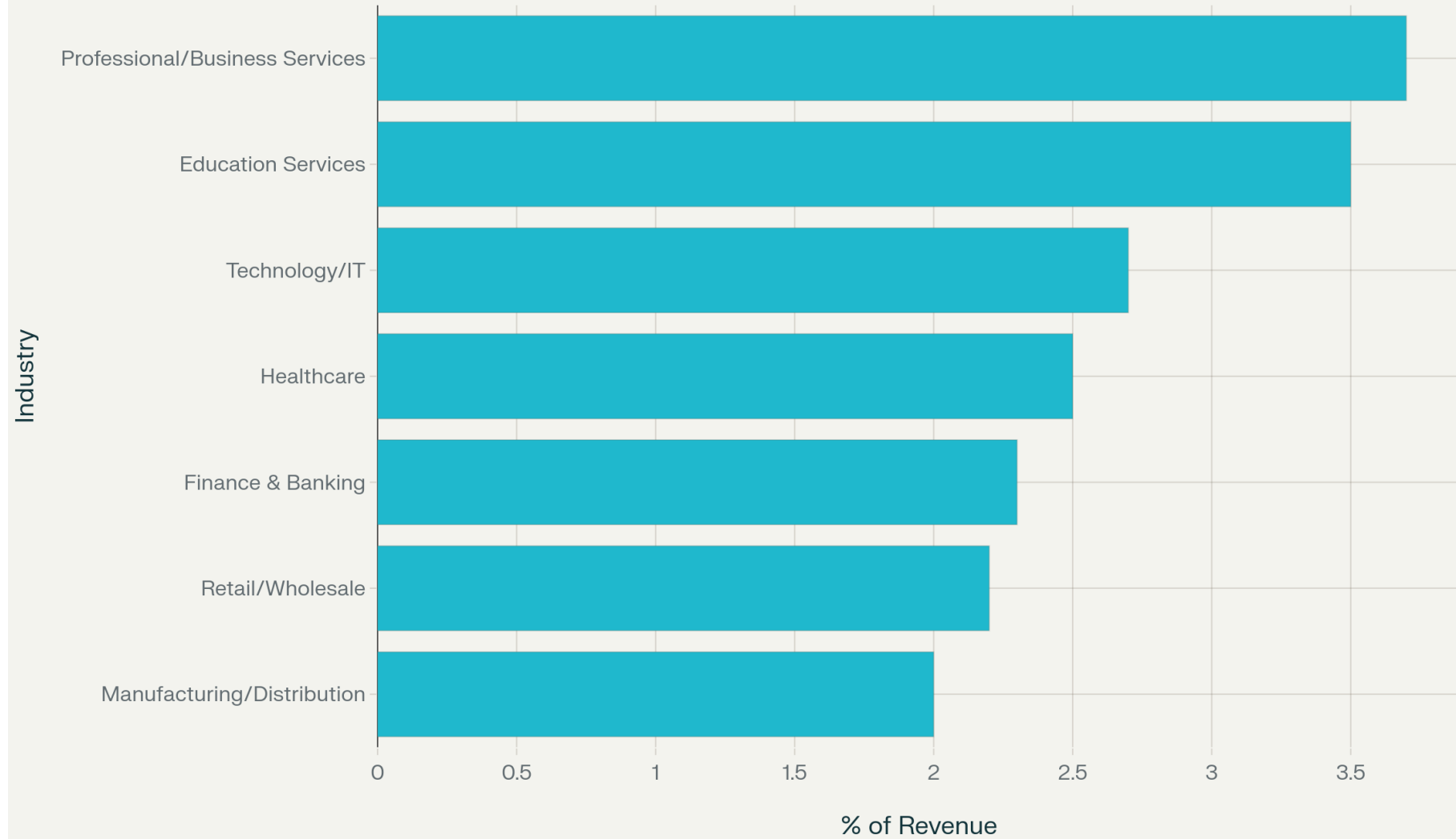
- Clarity beats complexity
- Make takeaway obvious
- Choose the right visual



Industry Training & Development Data

Industry	Percent of Revenue Spent on Training	Avg Spend Per Learner	Number of Employees
Professional/Business Services	2.5%	\$1,575	15700
Manufacturing/Distribution	3.70%	\$850	40200
Education Services	2.200%	\$1,240	8200
Technology/IT	3.50%	\$1,340	11400
Finance & Banking	2.7%	\$1,020	12500
Retail/Wholesale	2.00%	\$930	32000
Healthcare	2.3%	\$1,100	26800

Industry % Revenue on L&D



The Three W's of Data Slides

W

What

Are we measuring?

W

Why

Is this important?

W

What now?

What do we DO with this?

Three Approaches

- FOCUS™ Framework
- REAL™ Storytelling Method
- Three W's of Data Slides

Results for Learners

- Clearer Delivery
- Stronger Presence
- Increased Confidence
- NPS: 90



How I Can Help ID

- Pitch Decks
- Crafting a Message
- Customization for Different Audiences
- Pilot Training Classes at Reduced Cost
 - (as low as Free.99)



One Action to Improve Your Presence

- Record Yourself
- Watch Once without Sound
- “Know thyself.”



How ID Can Help

- Providing Space
- Intern Program
- Connections to L & D Leaders
- Strategy/Critical Thinking
 - Connect Training to Revenue (Kirkpatrick)
 - Detect Blind Spots
 - Additional Revenue Ideas



What Questions do You Have?

ID MEMBER MEETUP



ID Member Resource:

Your Local Gem

Patty Cavanaugh

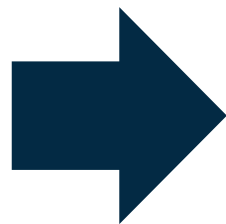
LOCAL GEM

Patty Cavanagh
@Itsyourlocalgem





June 1, 2025



LOCAL GEM

Local GEM is about Connection, Support, and Sharing the Best of Local Living. GEM stands for Glen Ellyn Moms- honoring the original name but also speaks to the hidden gems - the amazing people, places , businesses, and experiences I celebrate

You can expect:

Local Love

Community Spotlights

Small Business Shoutouts

Events, Resources and What's New

Inspiration for living well locally

LOCAL **GEM**
Partnerships



STROLL

Glen Ellyn



Content Series:

- Local GEM Shop Local: Top 5 Favs
- A Girls' Guide to Dining in the Chicago Suburbs with Christina and Nicole from Bubbly Nights Out @bubblynightsout
- Accessibility Matters with Molly Farrell of @allfashionable and Discover DuPage





Partnership since 2022

Combined Audience = 12,189 Followers

Spotlight One Member Business Per Month

Spotlight Includes In-grid Post with multiple stories



Why this partnership benefits YOU

- You are introduced to the aligned Local GEM Audience
- Telling your story to an engaged platform
- Can Drive people to your website or offers through links in stories
- Local GEM is a relationship driven platform-this is a great way to build community
- Content for your own social platforms
- Third Party Validation



How to make the most of this opportunity

- **Write your own caption for the post- So your messaging is on point**
- **Connect with me - by establishing a relationship with me, I know how to connect you with other people**
- **Accept the collaboration within minutes of the post- this is key to get momentum going on this post. The first hour helps determine its success**
- **Comment back on comments on the post - start to build relationships with the people who took the time to comment**
- **If I tag you on stories, share them- helps momentum**
- **As a spotlight, you are my focus until the next month. Take advantage and tag me on your content. Lets meet up and create additional content together**

Insights for Local GEM

Instagram

December 6th - January 4th

Views: 317 .4K

Followers: 25.9%

Non-followers: 74.1%

Accounts Reached: 134,646

Interactions: 11.1K

New Followers: 799

Top Locations of my followers:

Glen Ellyn 15.3 %

Chicago 10.2%

Wheaton 8.7%

Naperville 3.7 %

Lombard 2.4%

Age Range of Followers

35-44: 42.6%

45-54: 22.4%

25-34: 16.3%

55-64: 11.9%

Gender

Women: 86%

Men : 14%





Where to Find Local GEM

Instagram: @itsyourlocalgem

TikTok: @itsyourlocalgem

Pinterest: Itsyourlocalgem



How To Connect With Me

Patty Cavanagh

itsyourlocalgem@gmail.com

glenellynmoms@gmail.com

c: 630-740-2437

Website Coming.....



Catch the next Meetup on 01/21/2026

Collaborate • Scale • Succeed



INNOVATION
DUPAGE