



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:



D Workshops

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



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



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)



<https://hbr.org/2017/04/a-face-to-face-request-is-34-times-more-successful-than-an-email>
https://www.forbes.com/sites/edwardsegal/2024/06/16/why-the-social-and-verbal-skills-of-some-gen-z-workers-have-declined/?utm_source=chatgpt.com

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

EATON

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

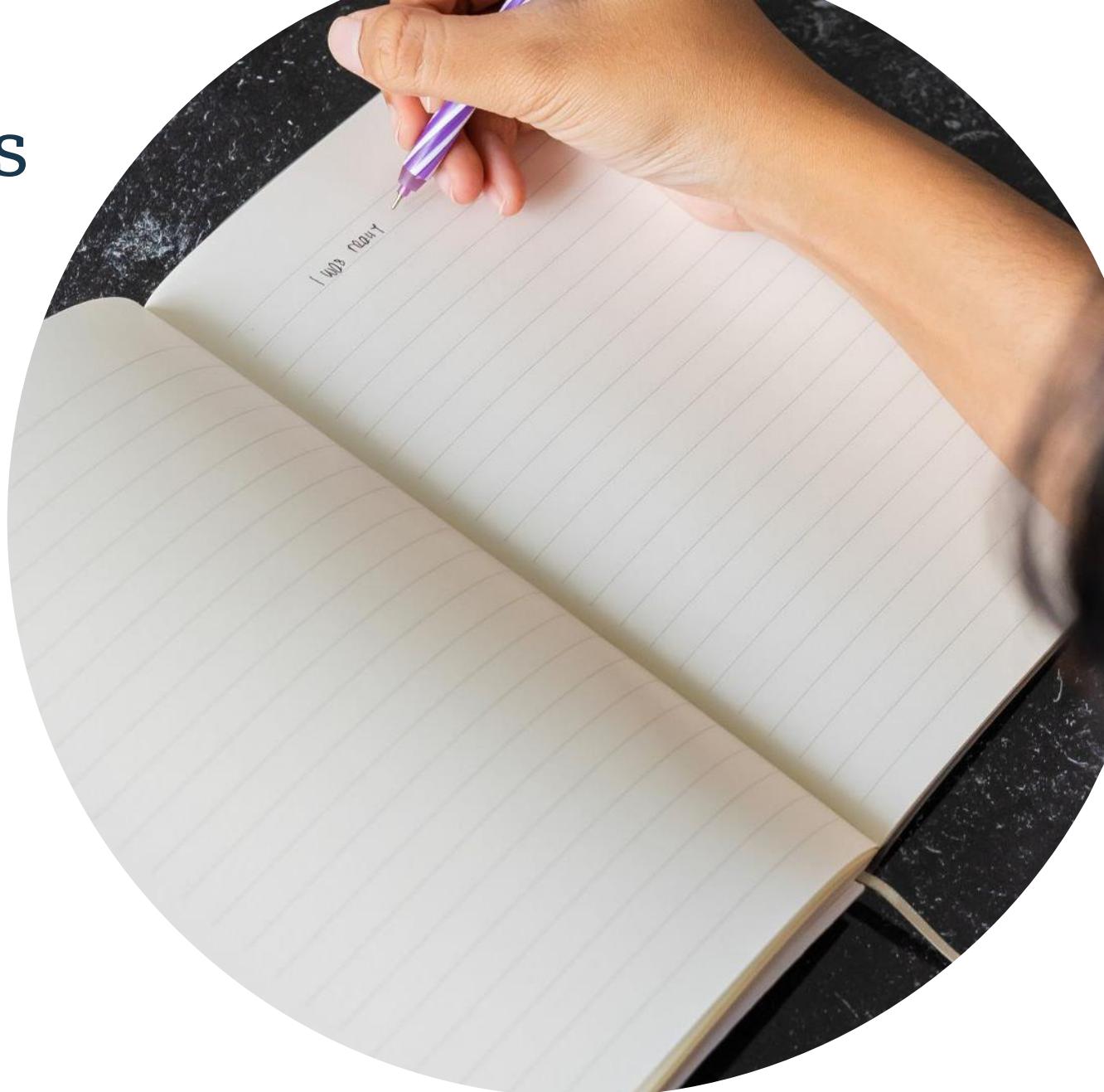


MODULE 2

REAL Storytelling: Lead with a Story

Why Storytelling Matters

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



Tell a REAL™ Story



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

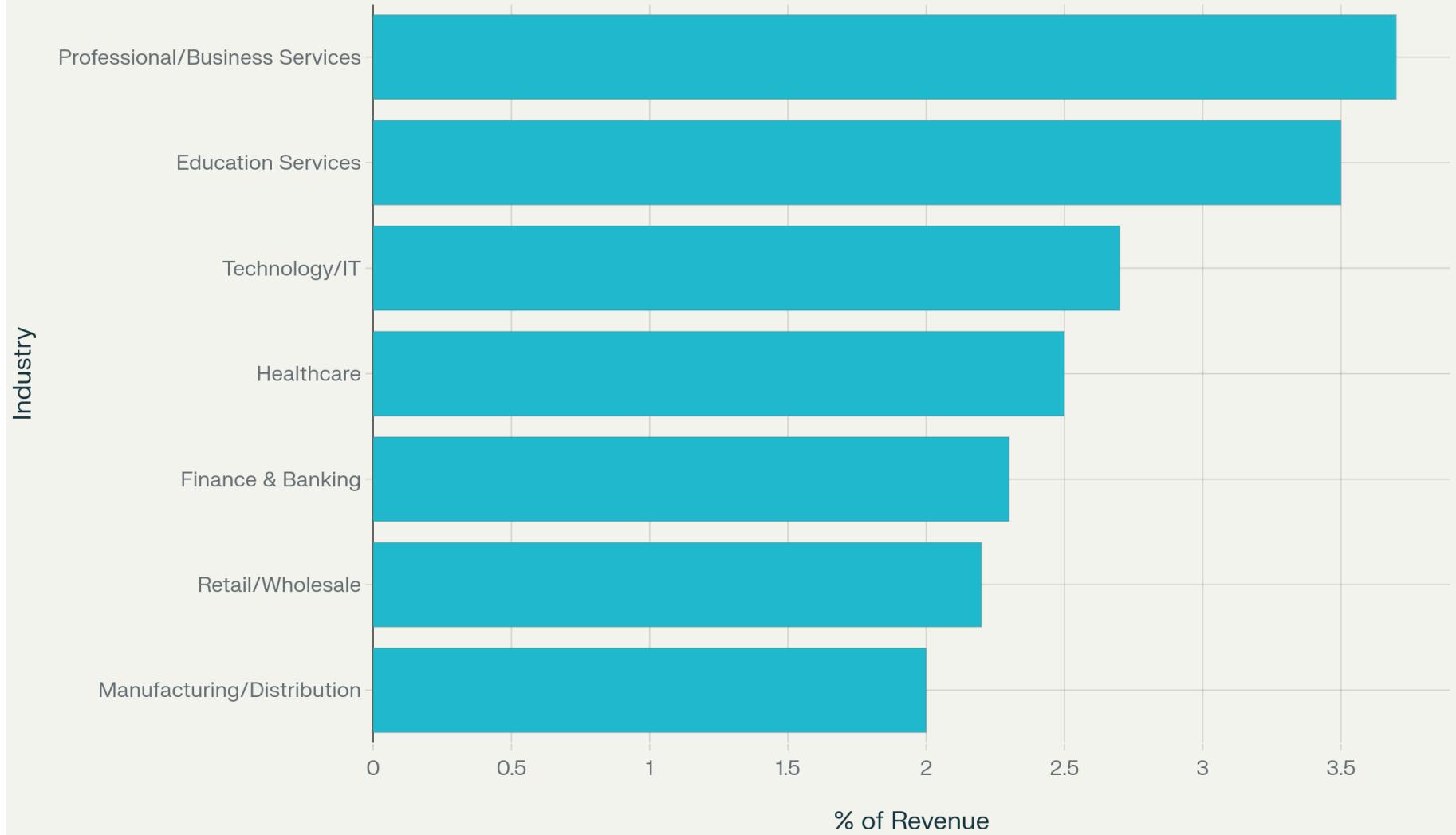
- Clarity beats complexity
- Make takeaway obvious
- Choose the right visual



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?

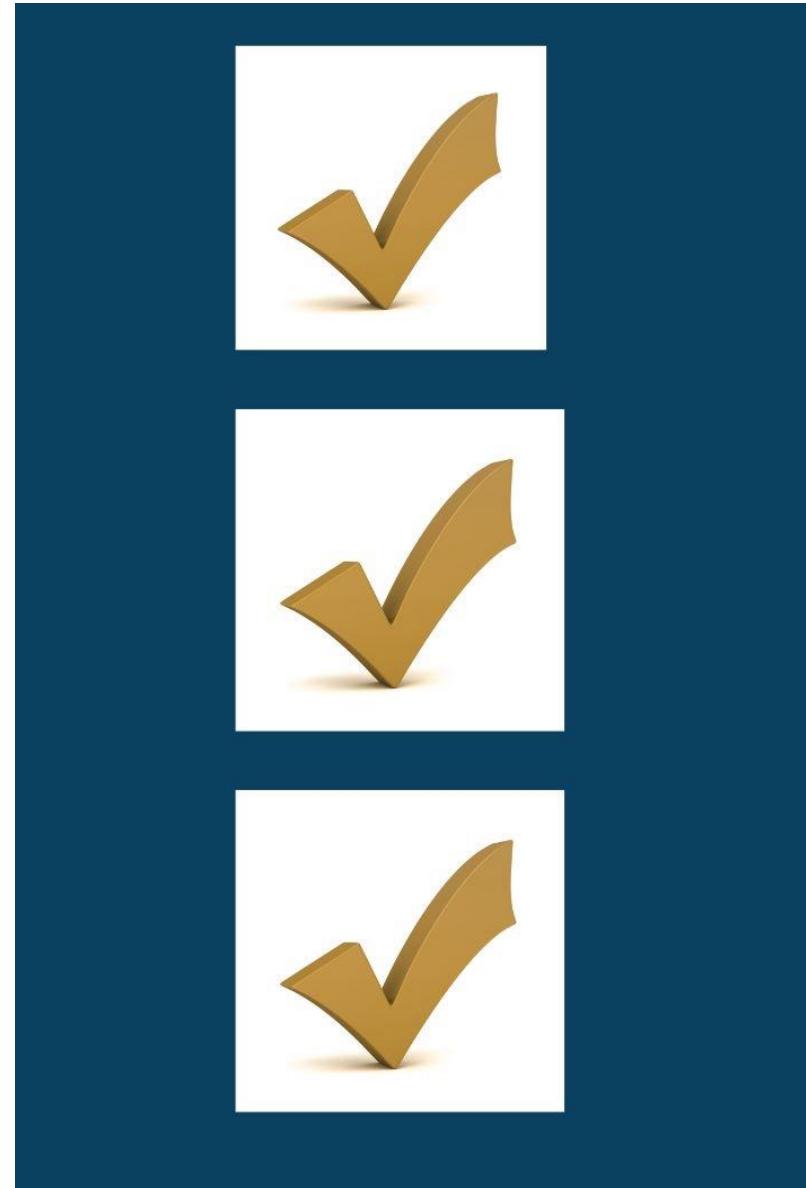
What do we DO with this?

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 Resource:

Your Local Gem
Patty Cavanaugh

LOCAL
GEM

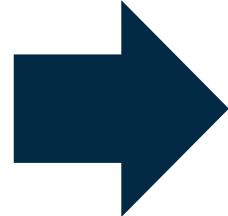
Patty Cavanagh

@ltsyourlocalgem





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

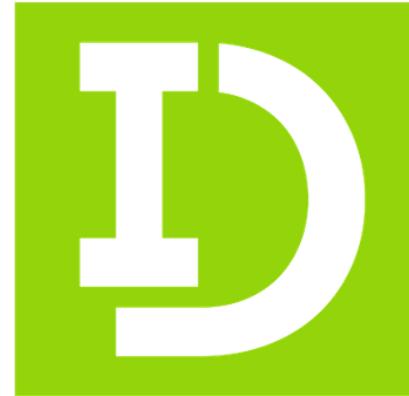
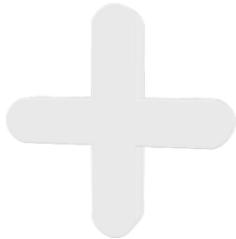
Glen Ellyn



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