



Business Skills for the Stenographic Freelance Industry

Interactive 2-hr program during CRCW in February 2023

The freelance stenographic court reporting and captioning industries are driven by deep niche expertise and the ability to flexibly offer competent services whenever and wherever needed. Increasing competition and pandemic-driven changes require the fields' subject matter experts to develop sound business competencies, which may not always come intuitively. This hands-on, interactive, and introductory program is designed to help freelance stenographic court reporters and captioners effectively maneuver current challenges, stand out in the market, and increase profits with ease.

This interactive Business Skills program empowers participants to:

- Understand why business skills are important for the stenographic freelance community.
- Stand out in the market and attract the right clients, projects, or work.
- Discover personal values and use them for marketing, communication, and negotiations.
- Set smart and ambitious goals and learn to attain them.
- Focus, create healthy rapport, and set boundaries.
- Form support groups and a network of like-minded people.

This introductory program will be offered for credits during the CRCW in February 2023. The experience can be deepened with a 5x2 follow-up workshop that will help you set and attain authentic business goals.



FACILITATOR



Dr. Erika Jacobi is the managing director of LC GLOBAL®, a business transformation consulting firm with offices in New York City and Munich, Germany. Specializing in adaptive organization design, Dr. Jacobi has led organizations and entire industries through large-scale transformation and innovation initiatives on three continents. She holds a Ph.D. in Organizational Development and Change and an M.A. in Human and Organizational Behavior, Systems, and Development from Fielding Graduate University in Santa Barbara, CA. She obtained an additional master's degree in Cognitive Linguistics and Literature from the esteemed Ludwig-Maximilian University in Munich, Germany. Dr. Jacobi is published in top academic journals such as SAGE and is a five-time FORBES contributor.

