



## Amy Castro

### Biography

Amy P. Castro is President of Innovative Communication & Training Solutions. She has more than 20 years experience in communication and training for business, federal, state, and local government, and higher education. She specializes in all areas of workplace communication including oral and written communication, customer service, coaching, conflict resolution, presentation and facilitation skills, and leadership/management skills. Amy has also served as an instructor for San Jacinto College, teaching public speaking, business and professional speaking, and interpersonal communication.

Amy has provided coaching, training, and consulting services to many local and national organizations, including: Aramark, NASA, Marathon Oil, McKesson Specialty Health, Texas Children's Hospital, and more than 25 Texas cities and counties, and the cities of Bryan, Friendswood, League City, and Pearland.

In 2010, she authored her first book, *Practical Communication: 81 Tips, Tools, and Techniques for Getting Along and Getting Things Done*. In the book, she offers straightforward advice for communicating successfully at home, in the workplace, and in the community. The book provides streamlined tips for dealing with real-life scenarios and helps readers learn to prevent misunderstandings and handle awkward situations with composure.

Before founding ICTS, Amy served in the U.S. Air Force and was the deputy chief of public affairs and the chief of media relations at Peterson Air Force Base in Colorado Springs, Colorado. As an Air Force Captain, she performed communication and media-relations activities and was responsible for advising and training senior Air Force officers as well as mid-level and junior staff members in media interviewing, presentation skills, and persuasion.

Amy holds a master's degree in Communication from the University of Northern Colorado and a bachelor's degree in Journalism from George Washington University.

### Classes Currently Offered

**Assertiveness for Leaders** - Learn the balanced approach to handle people, how to get things done, and communicate in a clear, calm and confident manner. Attendees will gain the skills needed to leap over hurdles faced on a day-to-day basis and to handle conflicts in a proactive and positive way. Learn your own assertiveness style and how to adapt it to make it more effective in daily interactions with employees and others.

**Coaching Your Employees: The 364 Days Before a Performance Appraisal** - Learn strategies to inspire commitment, build new competencies, and promote persistence to make sure changes and learning last. Also, learn how to effectively implement change in the environment to reward learning and remove barriers.



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### **Cont'd Classes Currently Offered**

**Communication Secrets of Highly Successful People** - To be successful in life, it's essential that you can communicate your ideas and feedback, as well as listen with respect and accept communication from others. The most successful people in life are those who can do both of these things with ease. Learn several keys to communication success, practice key communication skills with word choices, nonverbal communication, listening, effective questioning techniques, assertiveness skills, and much more!

**Conquering Conflict** - Learn your individual conflict style and be able to identify the style of others. Practice effective conflict resolution tips and techniques that will allow you to see conflict in a new light, as an opportunity for improvement rather than something dreaded and avoided.

**Customer Service Skills for First Contact Employees** - Identify the importance of projecting a positive, professional image and understand key customer service skills. Participants will practice a five step problem-solving conversation that can be applied to any customer problem or complaint.

**Dealing with Difficult People** - Identify the most common difficult types of personalities and learn verbal and non-verbal techniques to effectively interact with those difficult people. Learn listening skills to survive a face-to-face or telephone conversation with a difficult person. Review tips and techniques for conflict resolution and ways to diffuse confrontational situation.

**Growing and Cultivating Your Next Generation of Leaders** - Becoming a leader doesn't happen overnight. Taking the time to grow and cultivate your next generation of leaders must be done NOW! Learn how to identify potential leaders, create a leadership development plan, and identify mentoring, training, and other opportunities to develop those key staff members into leaders.

**Motivating Your Employees** - Examine and analyze motivation myths, evaluate tools and techniques, and identify employee motivators and methods. Learn the benefits of having motivated employees and practice motivational discussions.

**Peer Today, Boss Tomorrow - Making a Successful Transition** - Identify the challenges associated with transitioning from a group's peers to their supervisor. Analyze common reactions of others, practice conducting transition interviews, recognize and plan how to overcome pitfalls of new peer-to-boss supervisors.

**Understanding and Motivating Millennial Workers** - According to Forbes Magazine, there are an estimated 80 million young Americans who belong to the millennial generation, roughly ages 18 to 35. Learn what motivates this generation of workers, how to keep them engaged, and how to build trust with them.