



**Participant comments from Jeff Mowatt's**  
*Becoming a Trusted Advisor*  
seminar held for association staff members August 6, 2021

***"Brilliant! Thank you for the enlightening morning. Loved the humour, personal stories, and so much wisdom that was shared. Thank you!"***

Sonja Harkness, Chief Operations Officer

***"I wanted to just say how much I enjoyed your session this morning, I thought it was incredibly insightful and engaging. I got a lot out of today's session, but my favourite takeaway was the "Courtesy Update" and the thought process behind that phrasing. I often feel when I reach out to our members that I am bothering them, or taking up a part of their day. As a result, that often comes out in how I open my conversation with them when I call, and I feel like the way you explained putting yourself on the same level as the customer really resonated with me. Although there are many others, this was one concept that I think has changed the way I think about interacting with our customers. I very much look forward to our next sessions."***

Thomas Gray, Member Engagement Lead & Trainer

***"That was an awesome session. Thank you for taking the time and doing this for us. We will be in touch again, soon."***

Gurjit Chand, Operations Manager

***"My key takeaway from this session was the "Courtesy Update", along with the other phrases we learned today. Thank you so much for your time."***

Shelby Long, Member Engagement Associate

***"My Biggest take-away from your seminar is about mirroring: "contagious emotions". It is not enough to be false in your representation of your emotion, you need to be able to be genuine and authentic. When you approach communication apprehensively or "on edge", it creates a precedent for the conversation. Starting every situation with a positive view can help align goals more easily and create a more responsive connection."***

Sydney Sengotta, Communication & Events Lead

***"Thank you so much for the training session. My biggest take away is certainly all of the phone tips, simple greeting ending with name, no "how are you?", "how can I help you?". The listening tips were also great, (I would love to share that with my husband!)."***

Stacey Huculiak, Member Engagement Associate

***Thank you for an amazing and engaging session. I have 2 take aways: Change how I answer the phone. And I'll be using the phrase "I'll take care of that for you with in 24 hrs".***

Sage Staples, Member Engagement Associate