



Dr. Shawne Duperon

# ShawneTV.com

THE AGENCY

## High Pressure Communication & Media Mastery

*Elevating Your Leaders for Internal & External Communication Success*

AS SEEN ON



Using our innovative Good Gossip Theory model, ShawneTV, a boutique agency, delivers progressive live and virtual communication consulting and training. Executives thrive from high pressure communication and media mastery development under our Good Gossip Theory Blueprint. Our curriculum provides development to your supply base, growing your vendors' business skills, helping them deliver to you with refinement along with new abilities to navigate and solve workplace conflicts that stop creativity and productivity. Internal to your organization, utilizing Good Gossip Theory methods provides great learning opportunities for ERGs/BRGs, develops high potentials and supports you in attracting and keeping top talent, while elevating overall presentation skills. The cascade effect fosters higher engagement with your employees and in turn with your customers. Our leading-edge programs instill educational experiences with advocacy groups that deepen loyalty to your brand, your commitment to the community and promote your DE&I initiatives.

### Our Clients – representative list



### Awards & Affiliations

- 6 EMMY® Awards, 28 Nominations
- 2020 Distinguished Business Leader, GLWBC (WBENC affiliate)
- Nobel Peace Prize Nomination



### Business Classifications

- Certified Woman Owned Business
- Department of Defense Clearance
- Certified Professional Speaker (CSP) Designation



### Contacts

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In business since 1999.

[www.ShawneTV.com](http://www.ShawneTV.com)  
[www.ProjectForgive.com](http://www.ProjectForgive.com)

“Powerful experience.”



“I wish the class was longer.”



“Innovative and refreshing.”



“One of the most engaging speakers on the business circuit today”.

**The Detroit News**

### Core Competencies

- Internal & External High Pressure Communication: Media Mastery; Good Gossip Theory Blueprint (Influence); Conflict Communication; Leadership Development; Employee Professional Development; Employee Engagement; Presentation Skills (Speech/TownHall/Panel)
- Social Influence Marketing (Organic reach in the millions)
- Producing Viral Social Stories for Branding
- EMMY® Award Winning Video Production
- Executive Coaching

### Capabilities

ERGs/BRGs, Leadership, Supply Chain, Marketing, DE&I and HR Departments, and Corporate Executives hire ShawneTV from across the globe. Fortune 1000 Executives, Diverse Business Advocacy Groups, Universities & Associations seek our strategic people development programs. Our most sought after internal and external program topics includes: Good Gossip Theory, Media Mastery & Forgiveness in the Workplace, a non-religious conflict resolution process and personal development system.

### Case Study: Forgiveness in Leadership

ShawneTV researched the impact of Good Gossip Theory in social media and we put it to the test. Our case study, Project Forgive, a non-religious global movement, showcases our success as social influencers by creating viral posts that reach millions organically each month on Facebook. We target women in leadership. Through this success, our signature tool *The Apology (You'll Never Receive)™*, has garnered the honor of a 2016 Nobel Peace Prize Nomination.

### Classification System Codes

**NAICS** 611430 – Professional and Management Development Training  
541613 – Marketing Consulting Services  
512110 – Video Production

**SIC Codes** 4899 – Communication Services  
8742 – Management Consulting Services  
7812 – Video Tape Production

**UNSPSC Codes** 80101508 – Business Intelligence Consulting Services  
80171803 – Media Training and Coaching Services  
86132201 – Training Workshop Services  
86132000 – Management Education and Training  
82131603 – Video Production Services

**CAGE Code:** 90M52