



FOR IMMEDIATE RELEASE

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The Connective Launches Advancing YOU Training Series for Professionals

O'Connor Connective and The Utech Group are partnering to host the new series of professional development workshops. Open to all, the series starts in September.

DE PERE, Wis. — Approaching its third year of supporting, connecting and empowering professional leaders in Wisconsin's flourishing New North region, The Connective: A Community for Women in Business is advancing the community in a new way.

Just as a new school year starts, class will be in session in September for the debut of the Advancing YOU Training Series. De Pere consulting organizations O'Connor Connective and The Utech Group are teaming up to present a series of professional development workshops through The Connective that are open to the public. The Connective is a membership-based social enterprise of O'Connor Connective. Other thought leaders may join in offering future topics.

All professionals—men and women alike—are welcome to participate in Advancing YOU, which is being offered as a three-part series with a different topic explored in each series. Topics include leadership, communication, culture, inclusion, marketing, and more.

“We are in a time when connecting, communicating and leading are critically important,” said Bridget Krage O'Connor, owner and founder of O'Connor Connective. “This series is designed to reach those who are doing their best to guide their organizations and seek insights, networks and sounding boards to get through this year in the best way they can. This series in response to what we are hearing is needed today.”

Registration cost for each Advancing YOU Training Series is \$99 for the three 60- to 90-minute classes that will be held on weekdays. For the sake of safety amid the COVID-19 pandemic, the first three series scheduled for the fall will be conducted virtually.

The Utech Group, a longtime fixture in the Greater Green Bay business community specializing in change management and organizational development, will get the training series underway Sept. 9. This first series, titled “Empowerment,” will focus on values, purpose and vision.

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Melissa Borowicz, CEO and owner of The Utech Group, and Ryan Gracyalny, organizational development specialist and lead trainer with The Utech Group, are the presenters for the kickoff series, which concludes in early October.

The second Advancing YOU Training Series is a further exploration into a topic that Borowicz, Krage O'Connor and Renita Robinson, CEO of YWCA Greater Green Bay, kicked off during the YWCA's No Wrong Thing series called "Three Leaders' Lenses: Diversity, Communication and Leadership for Empowerment." This discussion is now expanded into three workshops on leadership and culture, communication, and inclusion beginning Sept. 17.

O'Connor Connective will lead the third Advancing YOU Training Series, "Communication in the Workplace," starting Oct. 15. The sessions will focus on personal communication styles, managing difficult conversations, and written communication in today's texting and email world.

To learn more about the Advancing YOU Training Series and how to register for the upcoming programs, go to theconnectivewi.com/events-list/.

ABOUT O'CONNOR CONNECTIVE

A strategic communications firm based in De Pere, Wisconsin, and founded by Bridget Krage O'Connor in 2013, O'Connor Connective advises CEOs, presidents and senior leaders as they seek to engage, retain and recruit customers, employees and supporters. The company does that by integrating strategy, marketing, creative, public relations, and training to achieve organizational goals. O'Connor Connective is a certified Woman-Owned Business Enterprise (WBE). Clients include privately held and service-based companies and nonprofits. For more information about the consultative services of O'Connor Connective, visit oconnorconnective.com.

ABOUT THE CONNECTIVE: A COMMUNITY FOR WOMEN IN BUSINESS

The Connective, a social enterprise of strategic communications consultancy O'Connor Connective, was established in 2018 as a community that provides networking and professional development for business leaders and their organizations. For more information about opportunities at The Connective, visit theconnectivewi.com.

ABOUT THE UTECH GROUP

The Utech Group is a second-generation family business located in De Pere, Wisconsin. With nearly 30 years of experience, The Utech Group has established itself as experts in change management and organizational development. Since its founding, The Utech Group has created change within hundreds of organizations throughout the United States and Canada through its training programs, leadership and team development services, and customized organizational development approach. For more information about the consultative services of The Utech Group, visit utechod.com.

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