



NEWS RELEASE

JULY 21, 2025

For More Information: Info@TeamLibra.com

Team Libra Launches “Beyond the Briefing” A Dynamic Workshop to Equip Subject Matter Experts for Greater Impact

OAK HARBOR, WA – July 21, 2025 – Team Libra, LLC, a strategic communications, market relations and stakeholder engagement firm, is proud to announce the launch of *Beyond the Briefing: Empowering Subject Matter Experts for Broader Impact* — a hands-on, one-day experiential workshop designed to elevate the communication skills of technical leads, outreach liaisons, spokespeople, and in-house experts.

Hosted onsite at client locations, *Beyond the Briefing* is tailored to help participants more confidently and effectively engage with external partners, the media, funders, and the public. The workshop goes beyond traditional training by blending real-world scenarios, expert coaching, and customized content to help technical professionals become powerful, credible communicators — whether they're behind a podium, in a stakeholder meeting, or facing a camera.

“This workshop isn’t designed to replace an organization’s communications team or step on their area of responsibility—it’s designed to support them,” said Mike Bernhardt, Team Libra Founder and an award-winning strategic communications executive with three decades of leading organizations through the strategic communications ecosystem.

“I’ve consulted with communications teams ranging from start-ups to government organizations to Fortune 100 firms, and I’ve seen marketing and communications campaigns fail to achieve their desired goals, not because the communications teams weren’t able to identify target publications, speaking engagements or press interviews, but because the spokespeople, the identified subject matter experts, weren’t able to effectively articulate the key messages in a way that was impactful for their target audiences.

“Too often, organizations rely on cookie-cutter public speaking seminars that overlook the individual. These one-size-fits-all approaches fail to recognize and develop each person’s unique communication style — and as a result, they fall short of making real impact.”

Beyond the Briefing is an **experiential workshop**—a hands-on, immersive learning experience where participants actively engage in activities, exercises, and real-world simulations to develop specific skills or insights. Unlike traditional lectures or presentations, experiential workshops emphasize **"learning by doing."**



Key Characteristics of *Beyond the Briefing*:

- **Interactive:** Participants are actively involved through role plays, group activities, simulations, or scenario-based challenges.
- **Reflective:** The workshop includes intentional pauses for reflection, discussion, and feedback—enabling participants to internalize what they've learned.
- **Contextualized:** Content is adapted to the participants' real-world context, making it immediately relevant and applicable.
- **Dynamic:** Sessions are flexible and adaptive, often shifting based on the energy, input, and needs of the group.
- **Collaborative:** Emphasis is placed on learning from peers through shared experience, dialogue, and cooperative problem-solving.
- **Coach-led:** Facilitators serve as guides and coaches, encouraging exploration, honest feedback, and individual growth.

The result is a **high-impact learning experience** that builds confidence, hones skills, and often leads to personal or professional breakthroughs that passive learning rarely achieves.

Source: [TeamLibra.com](https://www.teamlibra.com)