

Mia Mothershed

Communications Strategist Portfolio



www.miamothershed.com



Introducing

...

Hello, I am Mia Mothershed.
Welcome to my extensive Portfolio

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About Mia



Mia Mothershed is a seasoned communications strategist with over 20 years of experience advancing public trust, transparency, and stakeholder engagement across healthcare systems, municipal governments, and public-sector organizations. She specializes in developing communication strategies that inform, engage, and inspire communities; aligning with the mission of public institutions like Birmingham City Schools.

Mia began her career in television news where she developed an eye for storytelling, accuracy, and audience engagement that continues to define her strategic communication style. She has led marketing & communications efforts for federal programs, nonprofits, and a global health system — overseeing rebranding campaigns, crisis communications, digital transformations, and multi-million-dollar outreach initiatives. She's been the strategic mind behind campaigns that matter and messaging that moves people. Mia holds an MBA from Auburn University at Montgomery and a Communications degree from Alabama A&M University.

She is a TEDx Alabaster speaker, and a trusted voice in the space where strategy, storytelling, and social impact intersect. She's not just an expert; she's a builder, a connector, and a woman who understands the power of effective communications.

Case Study 1: Public Sector & Education Engagement

Youth Engagement: College & Career Ready: “The Brand of YOU”

Speaker Series

Facilitator: Mia Mothershed

Timeframe: 2025

Objective / Challenge

Develop and deliver a comprehensive student engagement program to help high school and college-bound students strengthen their personal brand, communication skills, and career readiness.

The goal was to bridge the gap between classroom learning and real-world professionalism through relatable, inspiring, and skill-based content that aligned with educational institutions’ workforce readiness priorities.

Strategy

- Designed a five-session speaker series tailored to youth development programs within the christian community.
- Created an interactive learning framework built around your 3E Method — Engage, Enlighten, Empower — to foster student self-awareness, communication confidence, and professional presentation.
- Partnered with youth coordinators to align content with church goals and college/career readiness standards.

Results / Outcomes

- Engaged 150+ students across multiple youth programs in 2024–2025.
- Received 95% positive feedback from participants, who reported increased confidence and clarity in articulating their personal and professional goals.
- Positioned The Brand of YOU as a signature leadership development experience adaptable for schools, nonprofits, and municipalities statewide.



Case Study 2: COVID-19 Crisis Communications

Organization: Jackson Hospital (Nonprofit Healthcare System)

Role: Marketing Director & Spokesperson

Timeframe: 2020 – 2022

Objective / Challenge

Ensure team successfully defined, developed, executed, and analyzed communications strategy to deliver accurate, timely public information during COVID-19, counter misinformation, and maintain trust amidst rapidly changing guidance.

Strategy

- Served as spokesperson and media liaison, aligning messaging with clinical leadership and public officials.
- Coordinated press, social, web, and internal channels using a daily messaging framework.
- Partnered with Mayor Steven Reed (City of Montgomery), the Mayor of Pike Road, and Montgomery's Emergency Management Team to unify citywide messaging.
- Supported litigation preparedness, compiling communications artifacts for pending legal matters.

Execution

- Press Conferences: Joint updates with mayors and emergency management to educate the public on safety and prevention.
- Media: Press releases, advisories, interviews, and scheduled briefings.
- Public Campaigns: Masking, testing, vaccine information across web/social/print; consistent internal updates.

Results / Outcomes

- Enhanced public trust through citywide, collaborative communication efforts.
- Strengthened interagency collaboration by coordinating hospital and municipal messaging.
- Minimized misinformation and positioned Jackson Hospital as a trusted voice during the pandemic.



Case Study 2: COVID-19 Crisis Communications

Supporting Materials:

- Press releases and advisories.
- Media coverage and clips.
- Photos of press conferences with city officials.
- Campaign graphics and digital collateral.



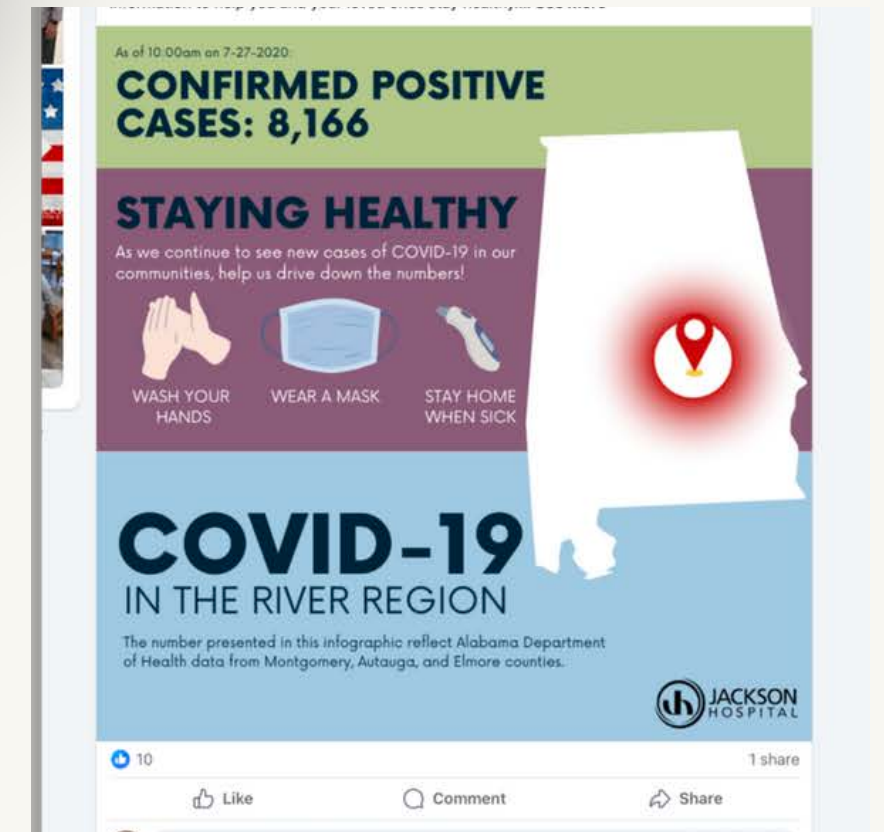
[Click here](#) to view Case Study 1 video



Case Study 2: COVID-19 Crisis Communications

Supporting Materials:

- Press releases and advisories.
- Media coverage and clips.
- Photos of press conferences with city officials.
- Campaign graphics and digital collateral.

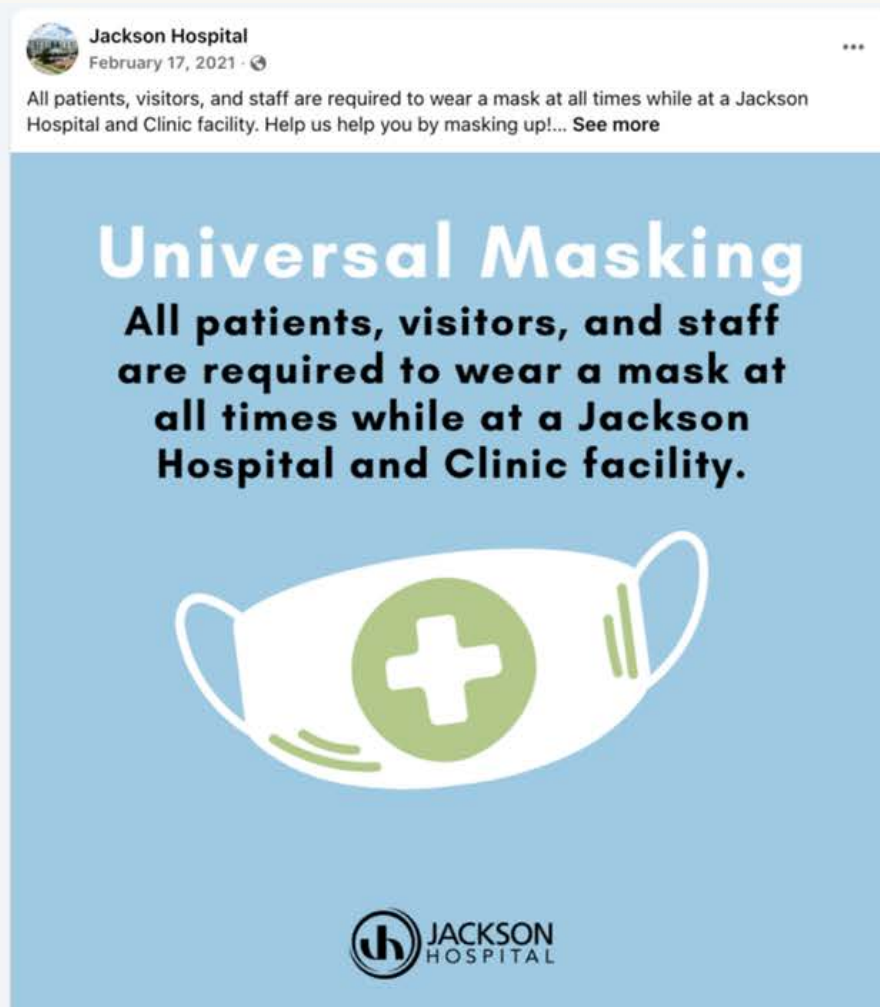


[Click here](#) to view Case Study 1b video

Case Study 2: COVID-19 Crisis Communications

Supporting Materials:

- Press releases and advisories.
- Media coverage and clips.
- Photos of press conferences with city officials.
- Campaign graphics and digital collateral.



Case Study 3: Strategic Communications (CHNA) – Jackson Hospital

Organization: Jackson Hospital (Nonprofit Healthcare System)

Role: Marketing Director (CHNA Lead)

Timeframe: 2017 – 2022

Objective / Challenge

Complete the federally required Community Health Needs Assessment (CHNA), a systematic process to collect, track, document and analyze data and metrics, culminating in a public report and implementation strategy.

Strategy

- Directed the design, communications, and engagement process for CHNA.
- Gathered and analyzed demographic, socioeconomic, and health data.
- Conducted surveys and focus groups, prioritizing underserved populations.
- Collaborated with hospital leadership to shape implementation strategies.

Execution

- Directed the design, communications, and engagement process for CHNA.
- Gathered and analyzed demographic, socioeconomic, and health data.
- Conducted surveys and focus groups, prioritizing underserved populations.
- Collaborated with hospital leadership to shape implementation strategies.

Results / Outcomes

- Ensured federal compliance with ACA requirements.
 - Identified and prioritized community health needs.
 - Strengthened hospital-community relationships through transparency.
-

Case Study 3: Strategic Communications (CHNA) – Jackson Hospital

Supporting Materials:

- CHNA executive summary and public report.
- Community outreach collateral (flyers, social posts).
- Forum documentation.

- CHNA executive summary and public report **2019** [link here](#)
- CHNA executive summary and public report **2022** [link here](#)

EMPLOYEE FORUMS



Monday, May 15
7:30am & 2pm | Pine Street Café
12pm (Operations Division staff) | Goode Bldg, 11th floor

Tuesday, May 16
9:30am & 4pm | Pine Street Café
11am (Finance Division staff) | Goode Bldg, 11th floor

Wednesday, May 17
6:45am & 3pm | Jackson Surgery Center
10am | Pine Street Café
12pm (Finance Division staff) | Goode Bldg, 11th floor

Thursday, May 18
11am (Operations Division staff) | Goode Bldg, 11th floor
2pm, 10pm & 11:30pm | Pine Street Café

Friday, May 19
1pm (Jackson Clinic staff) | Goode Bldg, 11th floor



Jackson Hospital
July 22

We've extended our survey deadline to July 25! Your feedback is crucial in helping us understand your health needs and improve our programs. If you're 18+ and live in... [See more](#)



YOUR VOICE MATTERS!

Fill out our Community Health Survey



Tell us what you need to help shape future programs!

Smoking Cessation? Diabetes Support? Health Education?
Cardiovascular Disease Support? Obesity Support?

3 Days to go

This survey has 18 questions and takes about 10 minutes to complete. Results will be shared with the community in a report.



The HUDDLE

Jackson News and Events

The Huddle is provided by the Communications Team and includes news around the Jackson system. If you'd like to include information in the Huddle, please send it to Jessica Barefoot in marketing via jessica.barefoot@jackson.org by the third Friday of the month for the following month's issue.

I. Service	• The Mission Excellence Standards of Performance committee encourages everyone to remember "TEAMWORK". We improve the health of our region through ongoing education of our patients, staff, and community. Be sure to review the Standards of Performance handbook under Mission Excellence on pinestreet.com and read more about the various ways we remain continually learning. • The 2019 goal for HCAHPS is to have 7 percentile. In April, 3 composites were on providing the optimal patient experience opportunity. Thank you all for your commitment to our patients will yield better outcomes. • The 2019 goal for the EDCAHPS is to have 7 percentile. In April, 3 composites were on providing the optimal patient experience opportunity. Thank you all for your commitment to our patients will yield better outcomes. • The Print Shop handles most printing jobs for the Jackson system. If you need to have a form processed in a timely manner, please submit the "Request for Print" form can be sent to printshop@jackson.org.
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THE HUDDLE

November 2021

The Huddle includes news and information about happenings around the Jackson system. If you would like to include information in the Huddle to share with other departments, please send it to Pryer Hines in marketing via email at pryer.hines@jackson.org. Deadline is the third Friday of the month for the following month's issue.

I. Service	• The Mission Excellence Standards of Performance committee encourages everyone to focus on "EDUCATION". We improve the health of our region through ongoing education of our patients, staff, and community. Be sure to review the Standards of Performance handbook under Mission Excellence on pinestreet.com and read more about the various ways we remain continually learning.
II. Quality	• The Jackson Hospital system accreditation survey will occur at any time. It will be an unannounced survey, lasting 4 days with multiple surveyors reviewing the hospital, clinics, and surgery center. Please practice continued readiness and maintain our clean sweep protocol. The clean sweep protocol can be found on Pinestreet.com > forms bin > clean sweep checklist. Please review the attached flyer highlighting tips for putting our best foot forward to enhance our survey outcomes. • The FDA and CDC have provided recent guidance regarding COVID-19 boosters for Pfizer and Moderna. Walgreens, CVS, Adams Drugs, and the Jackson Apothecary are now providing boosters for those who meet criteria. The updated guidance of boosters provided by the CDC, as of October 21, 2021 is as follows: • People 65 years and older • Age 18+ who live in long-term care settings • Age 18+ who have underlying medical conditions • Age 18+ who work or live in high-risk settings For the nearly 15 million people who got the Johnson & Johnson COVID-19 vaccine, booster shots are also recommended for those who are 18 and older and who were vaccinated two or more months ago. There are now booster recommendations for all three available COVID-19 vaccines in the United States. Eligible individuals may choose which vaccine they receive as a booster dose. Some people may prefer the vaccine type that they originally received, and others may prefer to get a different booster. CDC's recommendations now allow for this type of mix and match dosing for booster shots. • Did you know that you can nominate your fellow coworkers for an MVP award? MVP cards are part of the peer-to-peer recognition program at Jackson Hospital & Clinic. This award seeks to recognize other's achievements and kind acts that go above and beyond to help our patients, families, and coworkers. MVP cards can be found on Pinestreet.com > Quicklinks > Mission Excellence > Employee Recognition. Fill out the digital form or print the form and return to Human Resources on the 1st floor of the South Building.

Case Study 4: Community Engagement “Partners” Quarterly Magazine

Organization: Jackson Hospital (Nonprofit Healthcare System)

Role: Marketing Director (Creator/Editor)

Timeframe: 2017 – 2022

Objective / Challenge

Develop an ongoing communication channel to improve community education, highlight hospital services, and strengthen transparency.

Strategy

- Developed concept and launched “Partners” Magazine, distributed quarterly.
- Positioned the publication as a blend of health education and brand storytelling.
- Integrated patient stories, service highlights, and preventive health resources.

Execution

- Directed editorial calendar, content creation, design, and vendor management.
- Distributed print and digital editions to maximize reach.
- Repurposed content across hospital website and social platforms.

Results / Outcomes

- Enhanced ongoing community engagement outside of crisis communications.
 - Strengthened hospital reputation as a transparent, community-centered institution.
 - Provided a trusted health resource to patients and stakeholders.
-

Case Study 4: Community Engagement “Partners” Quarterly Magazine

Supporting Materials:

- Magazine issues (covers, articles, spreads).
- Distribution data and audience reach.
- Repurposed content samples (web/social).



HEALTH NEWS

COVID-19:

What you need to know

The current COVID-19 outbreak is a concern to everyone in our community, and Jackson Hospital wants to keep you current on all COVID-19 news and information. For the health and safety of our patients, visitors and staff alike, Jackson Hospital has implemented safety measures and visitor restrictions to help combat the spread of the disease.

For the most up-to-date information regarding COVID-19, please visit our website at jackson.org and follow us on Facebook at facebook.com/JacksonHospital.

What should I do if I think I have contracted COVID-19?

If you have recently traveled to any geographic area of concern or were in contact with someone with COVID-19 and you are experiencing a fever of over 100.4 degrees (99.7 degrees if you are 60 or older) or have a cough or difficulty breathing, follow these steps:

- Call the national coronavirus hotline at 888-264-2256 to find a testing site in your area.
- All testing sites are by appointment only. Please call first.
- Advise them of any recent travel and close contacts, such as people in your household, who are ill.
- If you do not need to see a doctor, keep your distance from others.
- Cover your nose and mouth when coughing or sneezing. Please don't show up at a doctor's office or hospital without calling first, unless it's an emergency.

What can I do to prevent the spread of COVID-19?

- Practice social distancing by staying at least 6 feet away from other people in public places. Try to avoid crowded areas such as movie theaters, sporting events, restaurants, gyms and public transportation.
- Cover your cough and sneeze.
- Wash your hands often with soap and water for at least 20 seconds.
- When soap and water are not available, use hand sanitizer with at least 60% alcohol content.
- Avoid touching high-touch surfaces in public places.
- Avoid touching your face with unwashed hands.

DO'S & DON'TS of the coronavirus disease (COVID-19)

Do:	Don't:
Know the symptoms: coughing, fever, shortness of breath.	Touch your eyes, nose and mouth with unwashed hands.
Wash your hands often with soap and water or use a hand sanitizer that contains at least 60% alcohol.	Spend time with people who are sick.
Cover your mouth and nose with a tissue when you cough or sneeze, or use the inside of your elbow. Throw tissues in the trash.	Go out in public if you're sick unless it's to get medical care.
Clean and disinfect frequently touched surfaces daily, including tables, doorknobs, countertops, desks, phones and keyboards.	Share household items, like dishes, drinking glasses, eating utensils, towels or bedding, with other people if you're sick.
Call your healthcare provider if you have symptoms. Let them know you may have the virus.	
Wear a cloth face mask in public.	

Source: Centers for Disease Control and Prevention

PATIENT PROTECTION

The Tru-D difference

How Jackson Hospital's disinfecting robot helps keep you safe

If you thought robots were only a thing of the future, you haven't heard of Tru-D: a robot that emits ultraviolet light energy to disinfect an entire room at the push of a button. Tru-D delivers a precise dose of light to effectively disinfect both patient rooms and operating rooms, helping to eliminate human error and destroy pathogens.

Tru-D is the only disinfection system used by healthcare facilities that has undergone randomized clinical trials to measure effectiveness. A major clinical trial funded by the Centers for Disease Control and Prevention showed that this robot is capable of reducing the transmission of healthcare-associated infections, or HAIs, by up to 30% and can fight deadly pathogens such as *C. diff* and MRSA.

What is ultraviolet C light?

Tru-D uses UVC light, which is a form of light that is invisible to the human eye. Most of us have heard of UVC light coming from the sun's rays, but very little actually reaches Earth. Because UVC wavelengths are between 200 and 300 nanometers, they are known as germicidal and can inactivate bacteria, viruses and protozoa. The UVC light used by Tru-D uses short-wavelength ultraviolet radiation, which is the only known wavelength capable of killing microorganisms.

How does Tru-D work?

Tru-D uses Sensor360 technology, which allows the robot to calculate variables within the room, such as size, layout and location of equipment in the room, to deliver a precise amount of UVC light from one single location in the room. The UVC light touches all walls and surfaces within a room and is then reflected back to the center of the room to reach every single surface.

Why is Tru-D important?

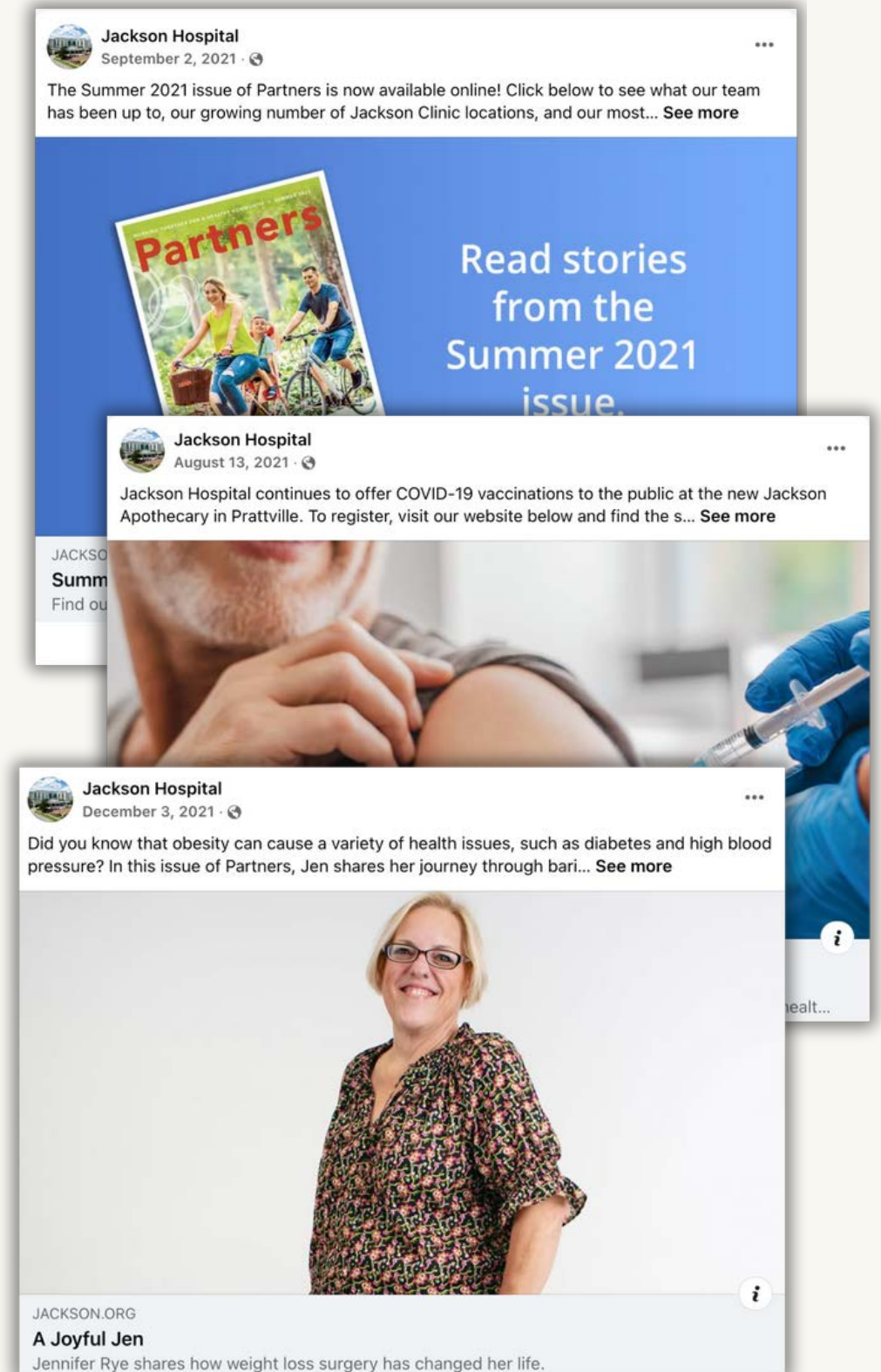
Healthcare-associated infections are infections that patients might receive while in a healthcare environment. HAIs are the most common form of preventable hospital complications in the United States. Although the elderly, the immunocompromised, and young children have the highest risk for contracting an HAI, other risks include long hospital stays or overuse of antibiotics. Proper handwashing and cleaning of surfaces is known to help prevent HAIs, which is why Tru-D plays an important role in the cleaning process.

Total Room Disinfection

Case Study 4: Community Engagement “Partners” Quarterly Magazine

Supporting Materials:

- Magazine issues (covers, articles, spreads).
- Distribution data and audience reach.
- Repurposed content samples (web/social).



Case Study 5: Public Information & Federal Advocacy

Organization: Health Services, Inc. (Federally Qualified Health Center)

Role: Marketing Director

Timeframe: 2015 – 2017

Objective / Challenge

Increase visibility and credibility of a federally qualified health center (FQHC) serving underserved populations by modernizing its brand identity, strengthening public outreach, and advocating for resources at the federal level.

Strategy

- Directed federally compliant communications for a multi-site FQHC.
- Led a comprehensive rebrand, including creation of a new logo, updated visual identity, and refreshed community-facing branding.
- Developed outreach campaigns to improve awareness of preventive care, services, and accessibility.
- Represented HSI before Congress on funding and policy issues.
- Built visibility with city, state, and federal stakeholders.

Execution

- Brand Development: Designed and launched a new logo and brand identity; implemented branding consistently across signage, print materials, digital platforms, and community events.
- Community Campaigns: Developed brochures, social campaigns, and educational collateral highlighting patient services and care accessibility.
- Advocacy Communications: Created briefing materials and talking points used in Congressional meetings and policy advocacy.
- Compliance Support: Compiled communications and marketing materials for review in litigation and federal compliance processes.

Results / Outcomes

- Successfully rebranded Health Services, Inc., strengthening recognition and trust in the community.
 - Increased patient and stakeholder engagement through consistent, professional branding.
 - Elevated HSI's profile with policymakers and improved advocacy outcomes for funding and support.
 - Improved community awareness of preventive services, leading to broader access and utilization of care.
 - Reinforced legal and compliance readiness through organized communications documentation.
-

Case Study 5: Public Information & Federal Advocacy

Supporting Materials:

- Before-and-after sample of logo
- Branded collateral: Redesign website homepage image.
- Congressional Day image.
- Brand identity rollout video.



Case Study 5: Public Information & Federal Advocacy

Supporting Materials:

- Before-and-after samples of logo and brand identity rollout.
- Branded collateral: Redesign website homepage image.
- Congressional Day image.
- Campaign graphics and media placements.



Click [here](#) to view Case Study 4 video

Case Study 6: Internal and External Stakeholders Strategy & Brand Development

Organization: Tenet Health (Multi-Hospital System)

Role: Group Marketing Director

Timeframe: 2022 – 2024

Objective / Challenge

Enhance brand visibility, patient growth, and staff recruitment/retention across multiple hospitals, while collaborating with corporate communications leadership. Lead internal communications efforts.

Strategy

- Directed regional marketing strategy and campaigns.
- Oversaw employer branding initiatives to strengthen retention.
- Implemented internal communications efforts to support staff morale.
- Partnered with communications leadership for message alignment.
- Supported litigation preparedness by compiling marketing artifacts.
- Built visibility with city, state, and federal stakeholders.

Execution

- Designed data-driven marketing campaigns that improved reach and cut costs.
- Guided recruitment marketing campaigns to attract healthcare talent.
- Collaborated with communications leadership to ensure consistent messaging.
- Conceptualized and produced a 50th Anniversary Timeline Wall for Brookwood Baptist Health, capturing milestones and innovations from inception through 2023, which launched internal communications to reinforce morale and culture.
- Positioned the wall as both an external community showcase and an internal morale-building piece, celebrating staff contributions to the hospital's history.

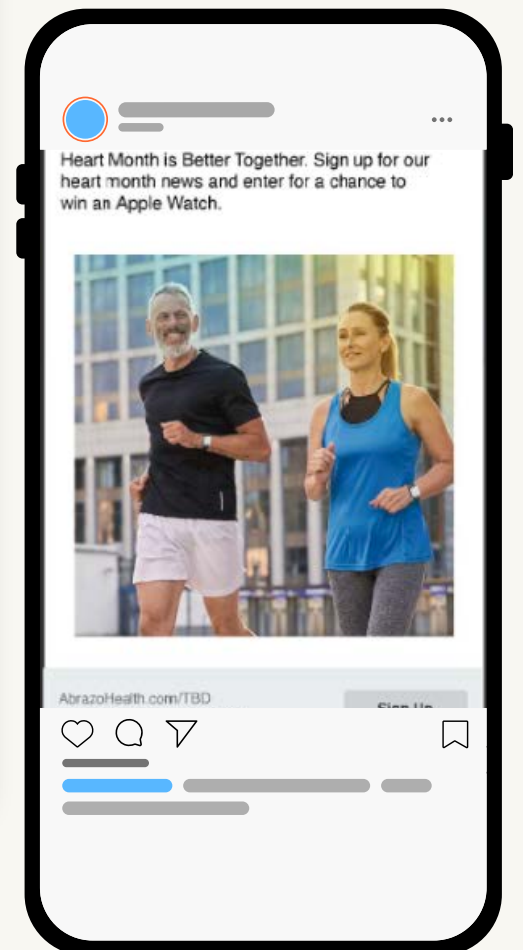
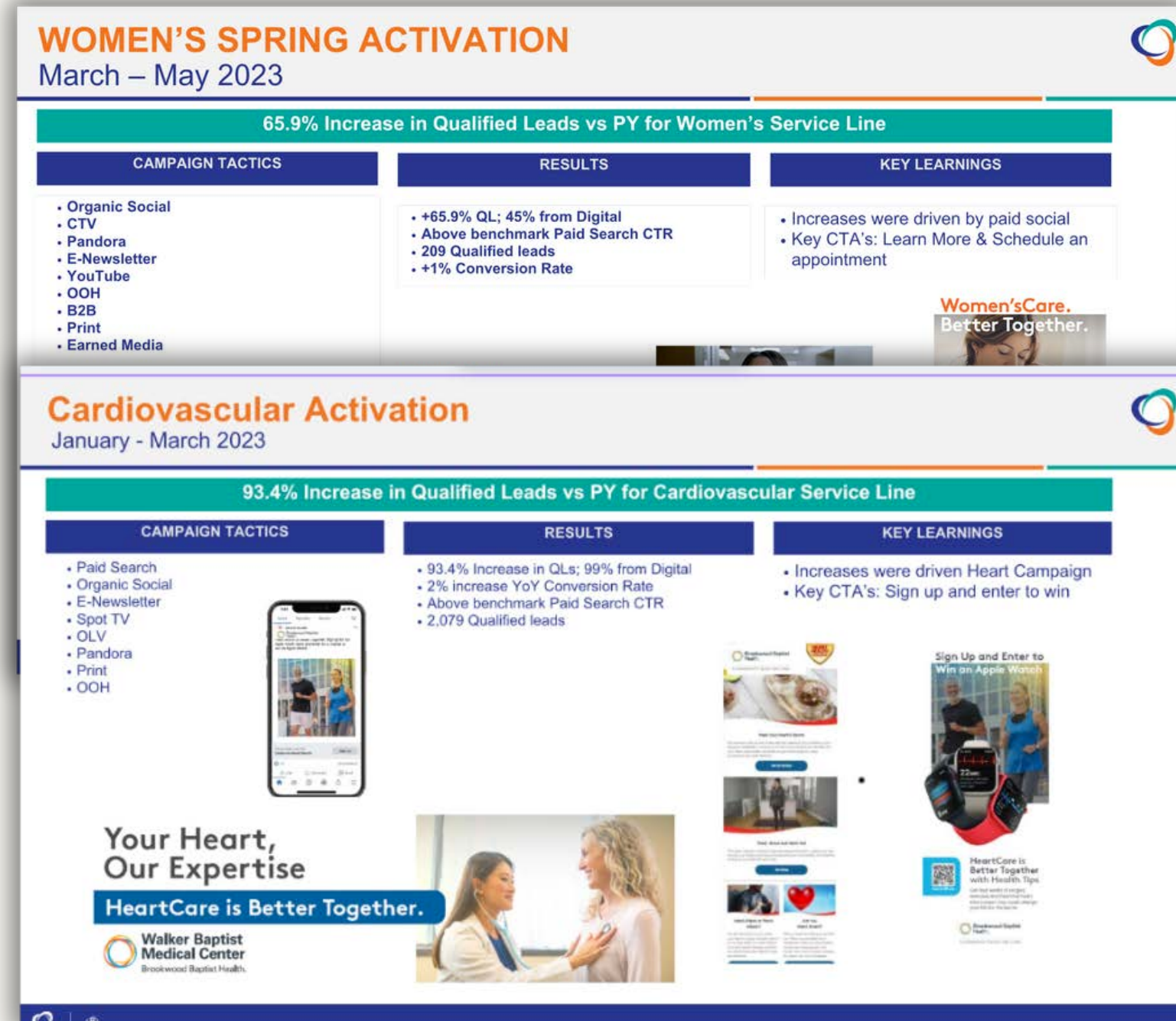
Results / Outcomes

- Increased brand awareness by 82% while reducing campaign costs by 97%.
 - Improved recruitment and retention of staff.
 - Reinforced Tenet's reputation in the Alabama healthcare market.
 - Strengthened community connection and institutional credibility by highlighting 50 years of healthcare innovation while enhancing employee morale and workplace culture.
-

Case Study 6: Internal and External Stakeholders Strategy & Brand Development

Supporting Materials:

- Campaign creative and metrics reports.
- Employer branding collateral.
- Internal communications samples.
- Photos of the Brookwood Baptist Health 50th Anniversary Timeline Wall.
- Media images displaying community coverage.



Case Study 6: Internal and External Stakeholders Strategy & Brand Development

Supporting Materials:

- Campaign creative and metrics reports.
- Employer branding collateral.
- Internal communications samples.
- Photos of the Brookwood Baptist Health 50th Anniversary Timeline Wall.
- Media images displaying community coverage.



Case Study 6: Internal and External Stakeholders Strategy & Brand Development

Supporting Materials:

- Campaign creative and metrics reports.
- Employer branding collateral.
- Internal communications samples.
- Community images displaying media coverage.
- Images of the Brookwood Baptist Health 50th Anniversary Timeline Wall.



“There are several factors that influenced me to choose Brookwood Baptist over another hospital, such as the hospital's reputation, location, available services and the quality of care provided. However, the core values of a hospital, including integrity, service, quality, transparency and innovation, also played a significant role in my decision-making process.”



“Working in a medical ICU can offer opportunities for continuous learning and professional growth. Healthcare professionals in these units often work with cutting-edge technology and have access to the latest research and advancements in critical care medicine.”

Ryan D. Fleming,
MHA, BSN, NE-BC
Director of Critical Care

Brookwood Baptist
Medical Center
Brookwood Baptist Health
A COMMUNITY BUILT ON CARE



Case Study 6: Internal and External Stakeholders Strategy & Brand Development

Supporting Materials:

- Campaign creative and metrics reports.
- Employer branding collateral.
- Internal communications samples.
- Community images displaying media coverage.
- Images of the Brookwood Baptist Health 50th Anniversary Timeline Wall.



[Click here](#) to view Case Study 5 video

Case Study 7: Strategic Alignment & Community Engagement – Live2Lead Conference

Organization: Maximized Growth, LLC (in collaboration with City of Montgomery officials)

Role: Event Coordinator / Communications & Marketing Lead (via ME Creative)

Timeframe: 2025

Objective / Challenge

Coordinate a regional leadership development conference for John Maxwell Live2Lead affiliate, in Montgomery, ensuring strong local impact through the involvement of city leaders and community stakeholders.

Strategy

- Partnered with Maximized Growth, LLC to lead event planning and communications.
- Engaged municipal leaders, civic organizations, and business stakeholders.
- Featured City of Montgomery officials in a leadership panel to showcase government voices.
- Designed multi-channel promotional campaigns across email, social media, press, and print.

Execution

- Directed logistics, vendor management, and program flow.
- Secured sponsorships and partnerships to support attendance and outreach.
- Coordinated press and media coverage to maximize visibility.
- Organized and facilitated the panel of Montgomery officials.
- Captured event documentation, including panel photos, for future promotion.

Results / Outcomes

- Delivered a well-attended, impactful conference elevating the Live2Lead brand in Montgomery.
 - Strengthened ties between government leaders, business professionals, and community members.
 - Positioned Montgomery as a hub for leadership development.
 - Received positive community feedback and media coverage.
-

Case Study 7: Strategic Alignment & Community Engagement – Live2Lead Conference

Supporting Materials:

- Photos of Montgomery officials' panel.
- Event marketing collateral.
- Press articles and communication templates



LIVE2LEAD
2025 SPEAKER LINE UP

 JOHN C. MAXWELL #1 New York Times Best-selling Author, Coach, and Speaker	 MICHAEL JR. Comedic Thought Leader and Actor	 JON GORDON Best-Selling Author and Keynote Speaker	 STACIA ROBINSON Director of the Alabama Office of Minority Affairs
 FELICIA LONG Attorney at Law, Hill Hill Carter Franco Cole & Black, PC	 SECRETARY HAL TAYLOR Secretary of Law Enforcement of the Alabama Law Enforcement Agency (ALEA)	 SHERIFF DERRICK CUNNINGHAM Montgomery County Sheriff Department	 DIRECTOR FRANK ROBINSON Director of Economic Development, City of Montgomery
 CHIEF JAMES GRABOYS Police Chief, City of Montgomery			

Leadership conference happening soon

Updated: Feb. 12, 2025 at 1:28 PM CST
Facebook Twitter LinkedIn YouTube



LIVE2LEAD
CENTRAL ALABAMA

EMAIL TEMPLATES

Email 1: General Event Invitation

Subject: Join Me at Live2Lead Central Alabama 2025 – Ignite Your Growth!

Dear [Name],

I hope you're doing well! I'm excited to invite you to Live2Lead Central Alabama 2025, a one-day leadership and personal development event designed to inspire growth and equip attendees with actionable insights for success. I'm proud to partner with Maximized Growth to provide this great opportunity for our community.

LIVE2LEAD
CENTRAL ALABAMA

SOCIAL MEDIA CONTENT

Post 1: General Event Announcement

Caption: 🚀 Get ready to Ignite Your Growth at Live2Lead Central Alabama 2025! Join us on February 19th for a day filled with powerful insights from leadership legends like John Maxwell, Chaunté Lowe, and local leaders Secretary Hal Taylor and Sheriff Cunningham. This is your chance to gain actionable strategies and connect with a community of growth-minded professionals.

📍 Venue: True Divine Baptist Church, Montgomery, AL

LIVE2LEAD
CENTRAL ALABAMA

TALKING POINTS

Purpose:
To ensure consistent messaging across all outreach.

Talking Points:
Event Benefits: Live2Lead is designed to ignite personal and professional growth, offering attendees unique insights and practical strategies from leadership experts to help them advance in their careers and communities.

High-Impact Speakers: Featuring renowned speakers like John Maxwell, Jon Gordon, and local leaders Stacia Robinson, Secretary Hal Taylor and Sheriff Cunningham, attendees gain diverse perspectives and real-world leadership insights.

Networking Opportunities: This event offers invaluable opportunities to connect with other growth-minded professionals, community leaders, and industry experts—creating meaningful connections that extend beyond the day.

Continuing Education Credits: Educators and HR professionals can benefit from professional learning credits, including PLU credits for educators and SHRM credits for HR certification renewal.

Engaging Format: With a mix of simulcast speakers, live local sessions, and interactive discussions, Live2Lead provides actionable insights that attendees can implement immediately in their personal and professional lives.

Case Study 8: Thought Leadership & Public Speaking

– TEDx Alabaster

Organization: TEDx (Independent TED Event, Alabaster, AL)

Role: Featured Speaker

Timeframe: 2025

Objective / Challenge

Deliver a compelling TEDx talk that shared insights on communications, leadership, and resilience in a way that would connect with a broad audience and spark dialogue beyond the local stage. The challenge was to translate complex professional and personal lessons into a clear, inspiring, and memorized talk between 6 to 15 minutes in length.

Strategy

- Crafted a core message and narrative arc that aligned with the TEDx theme while showcasing unique expertise.
- Applied professional communications techniques; storytelling, repetition, and audience framing to maximize clarity and retention.
- Designed the talk to resonate across audiences: local community leaders, professionals, and online viewers worldwide.
- Leveraged social media and digital promotion to expand reach after the live event.

Execution

- Delivered the talk live at TEDx Alabaster, engaging a local audience and being recorded for global distribution on the TEDx platform.
- Used a storytelling-first approach, combining professional expertise with relatable, human-centered examples.
- Collaborated with the TEDx production team to refine visuals, pacing, and delivery.
- Promoted the talk via LinkedIn, Facebook, Instagram, and X, increasing views and extending engagement.

Results / Outcomes

- Successfully delivered a high-impact TEDx talk, later published on YouTube, expanding visibility beyond Alabama.
 - Talk averaging viewership is estimate to reach thousands of viewers in its first month of publishing, positioning Mia as a recognized thought leader in communications and leadership.
 - Sparked community and professional conversations, leading to invitations for additional speaking and training opportunities.
 - Enhanced credibility as a speaker capable of representing organizations and municipalities on public platforms.
-

Case Study 8: Thought Leadership & Public Speaking – TEDx Alabaster

Supporting Materials:

- Link to TEDx Talk on YouTube.
 - Event photos and promotional graphics.
 - Viewer engagement statistics and social media metrics.
- **View TEDx Alabaster Talk on YouTube [here](#)**



Work Feedback

- ***Carmen Douglas, Director - City of Montgomery Personnel Board***

"Mia's presentation was both engaging and thought-provoking. We received many practical takeaways. Mia is professional and personable."

- ***Gilbert Darrington, CEO - HSI***

"I am pleased with Mia's work performance. the quantity of work that she produces is exceptional. She constantly receives accolades for her positive community image for our organization."

- ***Lisa Taylor, Director - TEDx Alabaster***

"Mia's talk was impactful and embodied ideas worth sharing; she left our audience both inspired and eager for more."

- ***Anna Goode - Women's Business Council***

"I have never been so inspired. Mia is full of golden nuggets, and I'm so excited to implement what I have learned. This has changed the way I show up in my business."

Impact Snapshot

Results that Reflect Strategy, Engagement, and Measurable Growth

Community Engagement & Visibility

- *Increased community engagement by 82% across multi-hospital campaigns while reducing outreach costs by 97%.*
- *Expanded community partnerships through 25+ stakeholder collaborations across city, state, and federal agencies.*
- *Directed communications efforts that reached over 200,000 residents during COVID-19 public updates.*

Strategic Communications Leadership

- *Designed and executed more than 30 multi-channel campaigns integrating digital, print, and community outreach.*
- *Produced 50+ executive speeches and press releases, securing coverage from The Washington Post, BuzzFeed News, and regional outlets.*
- *Provided communications counsel to executive teams overseeing \$100M+ in organizational impact (combined health system and municipal initiatives).*

Brand & Reputation Management

- *Led three successful rebranding initiatives for public health and nonprofit organizations.*
 - *Improved stakeholder trust scores through transparent, consistent messaging across all media channels.*
 - *Guided organizations through high-profile litigation and crisis events with zero reputational loss.*
-



“These results reflect a strategic, data-driven approach to communication that informs, engages, and strengthens public trust; principles I will bring to Birmingham City Schools.”

Mia Mothershed

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