

## CUSTOMIZED TRAINING CASE STUDY

# The Milwaukee Bucks

## Organization Profile

We're all familiar with the Milwaukee Bucks and the success the team has enjoyed in Milwaukee and the NBA. New ownership and a world-class arena have marked the beginning of a new era for the NBA franchise. Recent success has infused the team and city with a new vitality, driven by the promise of a next-generation team that remains true to the spirit of Milwaukee.



## Training Need

The Milwaukee Bucks organization values the many partnerships it has across Milwaukee and the nation. The team has a dedicated staff of business professionals led by Kareeda Chones Aguam, VP Partner Strategy and Management. This key team – that regularly interacts with the Bucks 70-plus partners – was looking to polish its presentation skills and learn new strategies for presenting to clients. Kareeda wanted to include this training as part of a day-long team meeting held off-site at the Harley-Davidson Museum.

## Training Solution

The Milwaukee Bucks asked UWM's School of Continuing Education to provide training on Effective Speaking and Presentation Skills as a customized, professional development program for the Strategy and Activation team. UWM was able to take the curriculum from the public offering of this course and tailor it to the specific needs of the group. The content focused on three main ideas: preparing the content, preparing yourself and delivering the presentation. The curriculum was designed to take presentations the Bucks were currently using for client presentations and incorporate them into the training, using specific examples from their daily work. This methodology provides a strong connection between learning and doing. The training also included practicing and recording presentations in front of the group, as well as concluding with a personal action plan for improving each individual's presentation skills.

## Contact Us

For more information on bringing customized training solutions to your group, please contact John Siegert at [siegertj@uwm.edu](mailto:siegertj@uwm.edu) or 414-227-3243.

[uwm.edu/sce/customized-training](http://uwm.edu/sce/customized-training)



## Kareeda Chones Aguam

**VP Partner Strategy and Management**

Kareeda has been with the Bucks organization for 20 years. She manages a team of nine, focused on developing and managing customized corporate relationships within the Bucks and the Deer District as a whole. Kareeda played basketball at Marquette University.

## Participant Testimonial

*"Using our real presentations/proposals was my favorite part of the program. After learning the various presentation skills throughout the day, applying them directly to something that we use in our current jobs was extremely helpful. I plan on using what I learned today to create more effective ways of communicating with our current and potential partners."*

– Kyle Emina  
Milwaukee Bucks

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