Communications Excellence Learning Objectives

Key Takeaways
• Use empirical, tangible communication techniques to develop a presentation style that allows you to connect with any audience
• Strategically employ storytelling to enhance your message
• Take ownership of your voice to influence and inspire others
• Organize presentation content to maximize the impact of your message
• Develop a compelling presentation important to you and your business

Session Objectives

The Medium is the Message, Part 1: Verbal and Nonverbal Skills
• Understand how you -- the medium -- impacts your message
• Enhance your credibility by using techniques to manage verbal and nonverbal messages
• Discover the critical role breathing plays in effective communication
• Hone skills for use of breath through practice and coaching

Persuasive Storytelling Strategies: Principles of Storytelling
• Recognize the key aspects of effective storytelling
• Use the principles of storytelling to design a story appropriate to a presentation you need to deliver

The Medium is the Message, Part 2: Focus on Brain, Breath and Body
• Experience the importance of centering yourself using your brain, your breath and your body
• Implement the 5-point centering technique
• Hone centering skills through practice and coaching

Empirical Principles of Persuasion
• Utilize the five key questions to find the focus of your presentation
• Develop an organized presentation designed for the audience using the ladder of abstraction
• Be prepared for audience reactions by anticipating and answering disruptive questions
• Apply these tools and techniques to build your presentation

Breath and Voice Exercise
• Practice techniques to prepare yourself to deliver persuasive presentations

Persuasive Storytelling Strategies: The Senses
• Develop an effective opening for a compelling story
• Use all the senses to engage your audience in your story
• Apply these techniques through practice and coaching
Persuasive Storytelling Strategies: Telling a Story with Data and PowerPoint
• Understand and use PowerPoint best practices to enhance the effectiveness of your presentations
• Organize content to increase the clarity and impact of your message

Giving and Receiving Feedback: A Coaching Model and Presentation Practice
• Provide effective feedback that supports skill-building and growth
• Develop a presentation
• Hone skills through practice and peer coaching

Virtual Pitch Skills
• Describe how virtual and in-person presentations differ
• Identify best practices for effective virtual pitches

Final Presentations and Coaching
• Experience the value of practicing, receiving coaching, and refining your presentation
• Synthesize all the techniques to deliver a compelling presentation that resonates with your audience and influences and inspires them to action

*subject to change