



COMMUNICATIONS EXCELLENCE | Program Topics

The Communication Excellence program curriculum covers the following topics:

Topic 1 | The Science of the Message Part 1: Verbal & Nonverbal Skills

- Principles of persuasive storytelling
- Negotiation to add value and as a relationship-building tool
- Fundamental concepts to use in every negotiation
- Psychology of negotiation
- Common negotiation mistakes

Topic 2 | The Science of the Message Part 2: Focus on Brain, Breath & Body

- The empirical principles of persuasion
- Presentation organization: the ladder of abstraction
- Anticipation and answering disruptive questions
- The importance of centering
- Breath & voice exercises

Topic 3 | Persuasive Storytelling Strategies: Using the Senses

- Create an effective opening for a compelling story
- How to use all the senses to engage audiences

Topic 4 | Persuasive Storytelling Strategies: Using Data

- How to organize content and use data for clarity and impact
- Visual aids and powerpoint best practices for success

Topic 5 | Giving & Receiving Feedback

- How to receive and use feedback
- How to provide effective feedback

Topic 6 | Virtual Pitch Skills

- Understand the differences between virtual and in-person presentations
- Best practices for virtual presentations