Program Objectives

COMMUNICATIONS EXCELLENCE

   - Persuasive Storytelling Strategies: Principles of Storytelling

   - Empirical Principles of Persuasion

3. Persuasive Storytelling Strategies: The Senses

4. Persuasive Storytelling Strategies: Telling a Story with Data & Powerpoint

5. Giving and Receiving Feedback: A Coaching Model and Presentation Practice

6. Virtual Pitch Skills

7. Final Presentations and Coaching
Program Objectives

1 Verbal & Nonverbal Skills

COMMUNICATIONS EXCELLENCE

Art of the Medium / Science of the Message, Part 1:
- Recognize negotiation as a tool to create value and build relationships
- Learn fundamental concepts to use in every negotiation
- Understand the psychology behind the negotiation process
  - How to plan and prepare for negotiation
  - How and when to make and opening offer
  - The importance of packaging
- Understand common negotiation mistakes

PRINCIPLES

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

*This is a sample of the program topics. Objectives are subject to change.
**Art of the Medium / Science of the Message, Part 2:**

- 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

**Breath & Voice Exercise:** Practice techniques to prepare yourself to deliver persuasive presentations

**Focus on Brain, Breath & Body**

**PRINCIPLES**

*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

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Persuasive Storytelling Strategies

3. 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

4. TELLING A STORY WITH DATA & POWERPOINT

Understand and use visual aids and PowerPoint best practices to enhance the effectiveness of your presentations
Organize content to increase the clarity and impact of your message

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Program Objectives

COMMUNICATIONS EXCELLENCE

**5. Giving and Receiving Feedback: A Coaching Model and Presentation Practice**
- Provide effective feedback that supports skill-building and growth
- Develop a presentation

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

**7. 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

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