

# Communications Excellence

## Sample Program Schedule

	Day 1	Day 2
8:00-8:30	Breakfast	Breakfast
8:30-10:45	Introductions Art of the Medium/Science of the Message: Part 1 Practice & Coaching	Being Prepared Giving & Receiving Feedback: A Coaching Model & Presentation Practice
10:45-11:00	Break	Break
11:00 -12:30	Art of the Medium/Science of the Message Part 2 and Persuasive Strategies	Final Pitch Preparations Practice & Coaching
12:30-1:15	Lunch	Lunch
1:15-2:45	Art of the Medium/Science of the Message Part 2	Science of PowerPoint
2:45-3:00	Break	Break
3:00-4:30	Storytelling: Anatomy of a Narrative	Final Presentation & Coaching
4:30-5:00	Closing Remarks	Closing Remarks
5:00	Adjourn Homework: First Draft of Pitch	Final Takeaways and Certificates

## Communications Excellence– Program Topics

The Communications Excellence program curriculum covers the following topics:

### **Topic 1 | The Science of the Message Part 1: Verbal and 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
- Ladder of Abstraction

### **Topic 2 | The Science of the Message Part 2: Focus on Brain, Breath, and 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