

Powerful Communication: Craft and Deliver your Message with Authority and Authenticity

Session Details

Faculty: Dr. Debbye Turner Bell Date: Thursday, September 13, 2018

Location: Holiday Inn Crowne Plaza 2712 Southwest Freeway Houston, TX 77098 Sign In: 8:30 AM

Phone: 713-523-8448 Session: 9:00 AM - 4:00 PM

Session Description

Effective communication can impress people but powerful communication can move people to action. This course identifies the elements of powerful communication and teaches the participants how to harness and utilize their own individual skills to become a communicator that persuades, inspires, and transforms. The course will be highly interactive with group exercises, skills assessment, demonstrations, critiquing and opportunity for on-site application.

Biography

Dr. Debbye Turner Bell is a veterinarian, journalist, minister, motivational speaker, wife, and mother. For three years, she served as the lead U.S. news anchor for Arise News, a global cable news network. She hosted a daily evening news broadcast called Arise America. Currently, she can be seen as an expert contributor to the show DOGS 101 on Animal Planet. For 11 years, Turner Bell enjoyed her role in broadcast journalism as a staff correspondent for CBS News starting in 2001. She covered a variety of subjects, and was from time to time called upon to cover breaking and developing news. Turner Bell was dubbed The Early Show's resident veterinarian sharing a wealth of advice about quality pet care. In 2002, Debbye garnered an interview with President & Mrs. Bush at the White House for a Pet Planet segment about the first familys pets. Periodically she reported for the CBS Evening News. And she provided an in-depth look at the working dogs of the federal agency, Alcohol, Tobacco, and Firearms (ATF) for CBS Sunday Morning. Turner Bell hosted a prime time television magazine program called "48 Hours on WE." Prior to joining CBS, she co-hosted a local television magazine program called "Show Me St. Louis."

Guide to Participant Selection

Department	Admin	Distrub	Engr	Finc	H.R.	Legal	Mktng	IT	Or	Plng	Pchsg	R&D	Sales
Senior Executive (Pres. Exec & Sr VP)	3	3	3	3	3	3	3	3	3	3	3	3	3
Executive (VP & Gen'l Mgr)	3	3	2	2	2	3	2	3	3	2	2	2	2
Senior Managers (Div & Reg. Mgrs)	3	3	1	1	2	1	2	1	1	2	2	1	1
Middle Managers & Superintendents	1	1	1	1	1	1	1	1	1	1	1	1	1

Time Allocation - Topics

10% The components of powerful communication

- Identify the elements of powerful communication
- Assess your current communication skills

25% Powerful Communication requires real connection

- Connect not just communicate
- Being more relatable
- Gaining and building credibility
- Turn perceptions into persuasion

10% Excel at Listening

- Define and hone active listening skills
- Hear what is not being said
- Listening to what your audiences hears

25% Crafting a Powerful Message

- Understanding and identifying your target audience
- How to story arc your message
- Choose the most effective words to boost the power of your message
- The power of storytelling, illustrations, and demonstration
- Identifying and avoiding common pitfalls in crafting your message

30% Delivering your message

- Wow them in the first 20 seconds
- What you say without saying a word (nonverbal communication)
- How to get over anxiety and nervousness

Focus

Primary - Leadership Development

Executive Development, Communicating with Influence, Effective Presentations

Secondary - Planning/Organizing

Evaluating Alternative Solutions, Developing Specific Plans

Tertiary - Executing/Controlling/Evaluating

Direction

Level

Introductory Inter

Intermediate

Advanced

FOR REGISTRATIONS PLEASE CONTACT: Robert Webster

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