

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

Intermediate

Advanced

FOR REGISTRATIONS PLEASE CONTACT: **Charles Good**

Phone: **+1 (775) 322-8222** Email: **losangeles@ims-online.com** Website: **www.ims-online.com**