



## 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

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