



**POWERFUL COMMUNICATION: CRAFT AND DELIVER  
YOUR MESSAGE WITH AUTHORITY AND  
AUTHENTICITY**

with Dr. Debbye Turner Bell  
\$395 (US) per person

**VIRTUAL SESSION (3-HOUR)**

## POWERFUL COMMUNICATION: CRAFT AND DELIVER YOUR MESSAGE WITH AUTHORITY AND AUTHENTICITY

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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.

## DR. DEBBYE TURNER BELL

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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 family's 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."

# TOPICS COVERED

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## THE COMPONENTS OF POWERFUL COMMUNICATION

IDENTIFY THE ELEMENTS OF POWERFUL COMMUNICATION  
ASSESS YOUR CURRENT COMMUNICATION SKILLS

## POWERFUL COMMUNICATION REQUIRES REAL CONNECTION

CONNECT NOT JUST COMMUNICATE  
BEING MORE RELATABLE  
GAINING AND BUILDING CREDIBILITY  
TURN PERCEPTIONS INTO PERSUASION

## EXCEL AT LISTENING

DEFINE AND HONE ACTIVE LISTENING SKILLS  
HEAR WHAT IS NOT BEING SAID  
LISTENING TO WHAT YOUR AUDIENCES HEARS

## 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

## 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

FOR REGISTRATION PLEASE CONTACT: **Spiro Serpanos** - IMS Regional Director - Washington-D.C.  
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