IMS



COMMUNICATING WITH IMPACT: SIX STEPS TO DESIGN AND DELIVER MESSAGES THAT INSPIRE ACTION
with Patrick Donadio
$395 (US) per person

VIRTUAL SESSION (3-HOUR)

COMMUNICATING WITH IMPACT: SIX STEPS TO DESIGN AND DELIVER MESSAGES THAT INSPIRE ACTION

In today's high-tech world, good old-fashioned, verbal communication is not as good as it used to be. With communication in the workplace expanded to several platforms, how do you ensure the message you send will be received, understood and acted upon?

PATRICK DONADIO

Patrick Donadio is an executive coach and author of "Communicating with IMPACT". He has coached two generations of leaders and their organizations to use his IMPACT process to communicate with clarity, lead more effectively, present with power, and improve results

For the past 30 years, Patrick has empowered audiences nationally and internationally. He has trained thousands of people, in a vast array of industries, from Fortune 100 companies to associations and governmental organizations. Patrick has appeared on the same programs with renowned speakers as: Earvin "Magic" Johnson, LA Lakers point guard; Joan Lunden, former Good Morning America host; Roger Staubach, Dallas Cowboy's Quarterback; Lou Holtz, Notre Dame Legend; George Will, ABC TV news analyst and Comedian Jeff Foxworthy, just to name a few.

TOPICS COVERED

INTRODUCTION

- COMMUNICATION SKILLS INVENTORY
- INTRODUCE I.M.P.A.C.T. PROCESS

I = INTENTION - (WHY)

- TEACH YOU HOW TO CRAFT A POWERFUL INTENTION STATEMENT
- EXPLORE THE OUTCOME THINKING PROCESS

M = MESSAGE - (WHAT)

- WHAT COMMUNICATION METHOD SHOULD YOU USE?
- NON LINEAR APPROACH TO CREATING AN OUTLINE
- HOW TO CREATE AND STRUCTURE YOUR MESSAGE TO ACHIEVE YOUR INTENTION

P = PERSON - (WHO)

- IDENTIFY/UTILIZE THE FOUR FUNDAMENTAL BEHAVIORAL STYLES (DISC)
- HOW TO PERSONALIZE THE CONTENT TO THE RECEIVER

A = ACTIVATE - (HOW)

- HOW TO MENTALLY, PHYSICALLY AND EMOTIONALLY ENGAGE THE RECEIVER
- WHY IT IS DIFFICULT TO BE AN ACTIVE LISTENER?
- 4 TIPS FOR IMPROVING YOUR LISTENING SKILLS
- DISCUSS ACTIVE LISTENING SKILLS TO HELP YOU STAY FOCUSED AND PRESENT

C= CLARIFY (WHAT)

- WHAT IS SELECTIVE PERCEPTION?
- FIVE TECHNIQUES TO CHECK FOR UNDERSTANDING

T = TRANSFORM (WHEN)

- HOW TO TRANSFORM YOUR WORDS INTO RESULTS
- HOW TO INFLUENCE YOUR RECEIVER TAKE ACTION TO ACHIEVE THE INTENTION YOU SET
- EXTERNAL AND INTERNAL TRANSFORMATION TIPS

APPLICATION/IMPLEMENTATION

- IMPACT WORKSHEET TO PLAN AND APPLY THE PROCESS
- PRIORITIZE YOUR BEST IDEAS
- CREATE YOUR "PERSONAL 90-DAY ACTION PLAN" TO PUT THESE NEWLY LEARNED SKILLS TO WORK.

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