IMS



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

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

Dr. Debbye Turner Bell is a broadcast journalist, motivational speaker, author, veterinarian and consultant. Dr. Turner Bell has been part of the IMS Family of Educators for several years. In August, 2021, Turner Bell will add author to her many roles with the publication of her first book, Courageous Faith: A Lifelong Pursuit of Faith Over Fear. For more than two decades, she has addressed millions of people in audiences from the corporate, academic, and community service arenas. Turner Bell enjoyed a long career in broadcast journalism. For 11 years she was a staff correspondent for CBS News. She was also the Early Show's resident veterinarian and garnered an interview with President and Mrs. Bush at the White House, produced a vast body of work for CBS Sunday Morning, among other assignments, and is still an expert contributor to Animal Planet. Dr. Turner Bell divides her time speaking and teaching as well as serving on local, state and national boards. She has a Doctor of Veterinary Medicine degree from the University of Missouri-Columbia and a Bachelor of Science degree in Agriculture from Arkansas State University.

TOPICS COVERED

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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