

## Communicating Your Ideas Has Never Been More Important.

Leaders make critical decisions every day based on information that is shared from the adjacent office or from the other side of the globe.

Information which is poorly communicated, via presentation or conversation, has been documented to cost companies millions per year.

**The Exceptional Communicator** will provide the tools and skills to ensure you are clear, concise, engaging and relevant when communicating with executives, stakeholders, and customers.

This program provides the following components of effective communication:



With these effective communication skills, you will be able to:

- **Influence** with audience-centric messaging
- **Differentiate** problems from problems worth solving
- **Collaborate** to achieve team objectives
- **Interact** with virtual audiences to increase engagement
- **Build** credibility with internal and external leadership
- **Demonstrate** executive presence
- **Drive** informed decision making

# A LOOK INSIDE THE WORKSHOP

## Analyze the Audience

You do real-work planning for an upcoming communication with a user-friendly framework

## Plan the Message

- **Determine** audience desired business outcomes
- **Craft** audience-centric messaging to engage
- **Organize** content into logical flow to increase clarity
- **Illustrate** point of view in story form

## Engage with Content

- **Demonstrate** best practices for visual engagement
- **Plan** for interaction throughout presentation

## Practice with Feedback

- **Three 100-minute coaching sessions (4 participants per session)**
- **Review** best practices shared in the main session
- **Practice** opening and close with coach and peer feedback
- **Deliver** refined opening and closing with expert coaching feedback

## Engage with Content

- **Learn** the critical behaviors of executive presence
- **Demonstrate** behaviors in breakout practice activities
- **Facilitate** ways to create engagement virtually throughout the day

## Respond to Questions

- **Anticipate** challenging questions
- **Respond** effectively to build credibility and trust

## Practice with Feedback

- **Three 100-minute coaching sessions (4 participants per session)**
- **Review** best practices shared in the main session
- **Present** real-time topics leveraging virtual delivery best practices
- **Demonstrate** handling questions successfully in the Q&A
- **Commit** to next step actions

# Contact Us to See Program Outline

## A LOOK AT THE DETAILS

- Two-day program for up to 12 participants
- Work on real-world scenarios with expert coaching
- Repeatable tools for analysis, messaging and challenging question preparation
- Extra focus on virtual presence

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