

# COMMUNICATING WITH PURPOSE

#### **CUT THROUGH THE COMMUNICATION CLUTTER**

We're in an era of information overload, trying desperately to manage an ever-increasing volume of incoming and outgoing communications. Whether you communicate virtually or inperson, your audience is likely distracted ... and so are you. It's become increasingly difficult to know what to say, how to say it and which communication channel to use.

Be memorable and leave a lasting impact on your audience with a purposeful plan!

### **WORKSHOP DETAILS**

### Target audience

All employees

### Time investment

- 3 hour workshop
- Optional 15 min office hour Q&A

### Workshop format

- Virtual
- Classroom
- Train-the-trainer

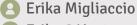
### Workshop features

- Individual Action Workbook activities
- Small group discussion & assignments
- Customized examples for your business
- Designed to be practical, interactive, memorable ... and a little bit BOLD!

## **LEARNING OBJECTIVES**

### Workshop participants will ...

- Leverage neuroscience principles to obtain audience attention, then maintain focus and gain support
- Define a clear purpose for a broad spectrum of communication goals: Know, Feel, Engage, Do
- Explore inclusion tools to engage the people in your audience
- Select the best communication platform to deliver a memorable message
- Combine the 3Ps purpose, people and platform - into a communication plan that enables you to deliver a memorable message and maximize audience impact



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