

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 in-person, 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