



The Key to Communicating your Ideas with Greater Confidence, Purpose & Impact

SUMMARY

Communicating your idea or message effectively is critical in any business environment. Being clear, adding emphasis to your message and handling yourself with confidence will gain your respect, save time and the bottom line – save money.

This workshop provides the techniques and language structures to communicate either prepared or spontaneously with clarity, confidence and impact in a variety of situations. It ensures that ideas are presented in ways that will be understood and remembered and that you can respond quickly in challenging situations.

This workshop can be further customized, if required, to incorporate specific scenarios executives in your industry experience.

COURSE OBJECTIVES

The program is designed to ensure that participants can:-

- Identify the type of idea and its' purpose and identify the best approach to communicate these ideas;
- Understand how to communicate ideas and/or message in a logical, structured and coherent way;
- Learn to express ideas and/or message in a persuasive and convincing manner with appropriate reasoning and argument;
- Handle hostile situations with ease and confidence;
- Expand the range of appropriate language structures and communication techniques for confident speaking;
- Participate more actively in a variety of business scenarios such as meetings, round-the-table discussions; and
- Understand and practice techniques to help with voice control such as chunking, pausing, tripling, intonation, stress, tripling etc in order to add emphasis and hold a listener's attention.

METHODOLOGY

The program combines the unique formula of language and skills. Learning methods include:

- Language and skills practice activities
- Discussion and brainstorming activities
- Lecture
- Role-plays and case-study scenarios
- Short group and individual presentations
- Peer and trainer critique and feedback

FACILITATOR

Please contact your local Language Key office for details on the facilitator.

COURSE CONTENT

- Analysing your communication skills;
- Breaking the code – identifying ideas and purpose, and therefore approach;
- The principle of scarcity;
- Avoiding common communication traps;
- Presenting your ideas – the thought process & considering your audience – varying the structure depending on the purpose of talking; and
- Techniques to improve your voice quality – posture, breathing, speed, pausing and stress.
- Reporting skills – projects, updates etc;
- Discourse markers in speech – sequencing and lead-in sentences;
- Signposting your message;
- Talking concisely – highlighting key points and expanding on them;
- Expressing your opinion/viewpoint;
- Tone in speech – weak, neutral and strong opinions;
- Agreeing and disagreeing to opinions – varying the tone;

- Adding reasoning and supporting your opinion;
- Giving suggestions and recommendations;
- Flesh out ideas with memorable examples;
- Techniques for holding the listener's attention;
- Being persuasive – the 60 second elevator pitch;
- Selling the benefits to the listener(s);
- Developing an argument – techniques for presenting details and the big picture;
- Anticipating other people's arguments and rejections – understanding different viewpoints;
- Sounding persuasive and convincing - emphasizing your message;
- Developing more complex arguments – condense your ideas and avoid information overload;
- Dealing with hostile situations/ disagreements;
- Handling objections positively – use of tone and vocabulary in your speech;
- Explaining processes with clarity;
- Explaining ideas through cause and effect;

- Highlighting facts, figures, statistics in a mass of information;
- Summarizing and reiterating key points;
- Handling questions – analysis of the types of question asked;
- Buying yourself time;
- Using the question to help create your answer;
- Handling objections and tough questions positively;
- Speaking hypothetically – use of conditionals; and
- Chairing a meeting, conference call etc;
- Signposting your way through – maintaining order;
- Maintaining flow in a meeting – avoiding deviation and staying on track;
- Participating in meetings - interrupting, handling interruptions, asking for clarification, clarifying, etc;
- Recapping and creating action plans; and
- Voice techniques – stress, intonation, chunking, pausing, breathing techniques, rhetorical questions, short answers, tripling.

PROPOSED COURSE DURATION

Two days (16 hours) or Three days (24 hours)

A maximum of 12 participants is recommended for this program.