



# Be Bright. Be Brief. Be Gone.™

**Learn how to craft messages that influence others. This 2.5 hour program is limited to 30 participants.**

## **LEARN HOW TO:**

- Craft messages that are clear, concise, and focused to get your points across
- Craft messages that influence others
- Use a proven planning method
- Incorporate the Rule of Three

## **HOW WE'LL IMPROVE YOUR PRESENTATION EFFECTIVENESS:**

- Exercises:
  - Participants create a Key Word Outline to organize a focused message that gets their point across and activates their audience
- Demonstrations by participants:
  - In small breakout groups
  - Some before the entire group
- Closing
  - Coaching based on questions generated during opening icebreaker. Several options should be given for solving each problem
  - Action planning

## **BENEFITS TO YOU AND YOUR ORGANIZATION:**

- Information: key success factors in communicating to others through effective messages
- Overall, more confidence and comfort when communicating
- Enhanced leadership ability to get results through people
- A short, cost effective skill development program

## **INVESTMENT INCLUDES:**

- Personalized program development time
- Instruction
- Training booklet and materials
- Action planning to get training into performance

Note: The next appropriate step in the development of these participants is our Speak Up & Be Effective™ program

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