

Compelling Communications: *Creating a Clear & Powerful Message*

Agenda Overview
<p><u>Welcome & Context</u></p> <ul style="list-style-type: none"> • Participant Intros • Pattern Interrupt • Why We Are Here • Creating a Learning Mindset • Communication Effectiveness <ul style="list-style-type: none"> - Business Case for Competence - Leadership Responsibility <ul style="list-style-type: none"> ⇒ Message & Interpretation • Compelling Communication's Key Points • Managing the Message <ul style="list-style-type: none"> - 93% Rule
<p><u>Video Workstations</u></p> <ul style="list-style-type: none"> • Power of Enrollment <ul style="list-style-type: none"> - Small Group Feedback <ul style="list-style-type: none"> ⇒ Congruence ⇒ Message ⇒ Engagement
<i>Break</i>
<p><u>Process Check-In</u></p>
<p><u>Large Group: Feedback</u></p> <ul style="list-style-type: none"> • Understanding Engagement Domains <ul style="list-style-type: none"> - Public - Social - Personal - Intimate
<p><u>Power of Stories/Metaphors/Analogies</u></p> <ul style="list-style-type: none"> • Personal Domain Techniques <ul style="list-style-type: none"> - The Box Exercise <ul style="list-style-type: none"> ⇒ Connecting, Using Stories/Metaphors • Business Reality Connection
<i>Lunch</i>
<p><u>Developing Your Message (One-on-Ones)</u></p> <ul style="list-style-type: none"> • Preparation: Power of POP • Determining/Planning Key Communication Messages for Back at Work
<p><u>Video Workstation II</u></p> <ul style="list-style-type: none"> • Power of Enrollment II
<i>Break</i>
<p><u>Large Group Feedback/Review</u></p>
<p><u>Re-Entry</u></p>