

Speak It, Write It, Live It--Communications Bootcamp

Introduction

Today's hyper-competitive marketplace and social media-connected world is placing a higher premium on professionals standing out from the masses to drive business. However, this is often left up to the individual and a common refrain is, *"I know I need to do this, but how do I start?"*

Our customized course teaches your team research-based, relevant strategies that will give them a ready-to-use roadmap to improve their written and verbal communication skills and increase their confidence, image, and ability to persuade others. **The result is long-term, positive changes in how your team communicates, both on paper and in person, and in how they represent themselves and your company, both internally and externally.**

This workshop uses three powerful trainers who will teach your team how to develop and strengthen their brand to drive your business and their careers to new heights and communicate more effectively on paper and orally. Your team will be given real-time feedback during the workshop, as they apply strategies to real-world problems. **They'll complete the workshop as more powerful and efficient communicators.**

How It's Offered

This customized course is offered onsite at your facility for up to 15 people in two-, three-, and four-day sessions.

Learning Objectives and Outcomes

At the end of this course, participants will be able to:

- Apply research-based strategies to write clear and powerful documents
- Apply science-based techniques to make their in-person presentations more impactful
- Persuade more effectively, both in writing and in speech
- Choose the appropriate communication tools to make written and oral content more effective
- Create documents and presentations that are easy to understand
- Apply proactive strategies to build, manage, and strengthen their personal and corporate reputations
- Embrace how their actions and words impact the reputation of their team and company
- Create and manage a personal/professional brand that is distinctive and compelling