

Communicating for Impact

Move teams, colleagues, clients, and leadership to action by carefully structuring arguments, tailoring those arguments to address audience needs, crafting inspiring prose, and delivering your message with personal presence and style

Overview of course structure:

Introduction	Structure	Strategy	Style	Wrap-up			
Lesson 1 Welcome	Lesson 2 Structure your content – the Pyramid Principle	Lesson 3 Structure your content – storylines and storyboards	Lesson 4 Tailor your message	Lesson 5 Mid-course assessment	Lesson 6 Craft inspiring communications	Lesson 7 Deliver communications with style	Lesson 8 Wrap up and final assessment

Introduction (1 week)

Learn that the purpose of communication is to move people to action

- Understand the impact of effective communication and what it takes to be an effective communicator
- Recognize that effective communicators aren't "born," they are the product of hard work and practice

Structure (2 weeks)

Construct logical, convincing arguments using the Pyramid Principle, storylines, and storyboards

- Communicate the "so what" of your findings by structuring content logically and developing a robust overarching case or governing thought
- Build logical arguments that lead an audience to a targeted conclusion
- Construct storylines and use storyboards to plan your communications

Strategy (1 week)

Learn to analyze the needs of your audience(s) and tailor your presentations to their interests and priorities

- Use tools such as stakeholder analysis, influence maps and prioritization matrices to define your audiences' needs and points of view
- Define the position you'd like each audience to take at the end of the communication and what the audience needs from you in order to take that position
- Select and fine-tune your content and delivery modes to best reach each audience

Style (2 weeks)

Explore techniques to help you deliver communications with personal presence and style

- Use rhetorical techniques to maximize the impact of your communication
- Refine personal presence and gravitas and identify physical characteristics that build credibility
- Use presentation delivery techniques such as vocal warm ups and relaxation exercises, that help speakers deliver better presentations

Wrap-up (1 week)

Check your mastery of the course material

- Assess your communications skills

Selected course highlights:



Takeaway tools and templates

- Participants use tools and templates (e.g., the Pyramid Principle, stakeholder analysis, presentation worksheet) to help develop compelling communications – in the course and on-the-job.



VisionBrand case study

- Apply communications techniques to help a marketing firm structure their arguments, tailor messages, and present a new product strategy to their client.



Historical examples

- Analyze masterfully constructed and delivered speeches (e.g., JFK's "Man on the Moon") to identify the techniques that made them so successful – and consider ways to apply these practices yourself.