



Day One

8:00 – 8:30 am *Registration Open - Continental Breakfast*

8:30 – 9:30 am Best Practices of the Master Communicators

How do the “best in the business”—communication wizards from Warren Buffet to Richard Branson to Steve Jobs—work their magic? It comes down to making a connection with your target audience, keeping it simple without condescending, and getting your point across in a style all your own. Katie May will reveal the “secret weapons” of some of the business world’s top communicators.

- Use humor in an appropriate way.
- Develop a distinctive yet consistent voice in all your communications.
- Focus on a message your audience will be sure to remember.

9:30 – 9:45 am *Break*

9:45 – 10:45 amCrystal Clear Communication: How to Say It Clearly

10:45 – 11:00 am *Break*

11:00 am – 12:00 pm ...Communication Through Emails

E-mail offers numerous opportunities for employees to deliver their organization’s message—and it presents many challenges to clear communication.

- Create strong subject lines, openings and closings.
- Maintain a professional tone by recognizing what is and is not appropriate for e-communications.
- Write clear, concise mail that gets readers' attention and results.

12:00 – 1:30 pm *Lunch*

1:30 – 2:30 pm Speak Like a Leader: How to Become a Better Communicator

As a leader you're being judged every time you speak. Your organization's success and your reputation are on the line whether you're

talking to clients, a departmental meeting, or a company-wide event. To succeed, you can't just be a good-enough speaker. You have to stand out from the crowd. Leaders lay out big ideas in clear, bold words that leave no doubt about where they stand and what they expect of others. They command an audience's attention, shape their thoughts and feelings, and move them to action.

- Create rapport, build trust and establish credibility.
- Establish power and influence with people.
- Implement assertive communication that will put power and confidence in your words.

2:30 – 2:45 pm *Break*

2:45 – 3:45 pmDifficult Conversations/ Giving & Receiving Criticism

Criticism. The word itself makes people uncomfortable. It is not a surprise, then, that criticism is neither given nor accepted easily...or well. To be effective in the workplace, we need the skills to clearly convey thoughts, insights and feelings about changes suggested or required. That's criticism.

- Identify the key skills go-getters have that doormats don't.
- Avoid making criticism personal in the workplace.
- Incorporate essential, clear communication and effective conflict and anger management skills.

3:45 – 4:00 pm *Break*

4:00 – 5:00 pmCommunicate with Diplomacy, Discretion and Influence

Have you ever had a conversation that you wish you would have handled a little different for a better outcome? Thinking on your feet is crucial in today's workplace. It is essential to keep your composure, getting what you want without breaking a sweat. The person with this poise rapidly rises through the ranks of success.

- Discover how to communicate under pressure.
- Define the secret to projecting confidence and power.
- Manage conflicts and prevent communication problems.
- Gain buy in for your ideas.

Day Two

8:00 – 8:30 am *Continental Breakfast*

8:30 – 10:00 amCommunication through Writing

Strong Business writing skills will earn you respect and credibility, with a reputation as a business professional who is able to communicate effectively on paper.

- Define what you need to know before you write.

- Develop openings that get to the point and keep the reader's attention.
- Customize your message to your audience's needs.

10:00 – 10:15 am *Break*

10:15 am - 12:00 pmHands-On Communication Workshop

You'll roll up your sleeves for this session where Katie May critiques memos, presentations, emails and other communications you submit in advance.

- Replace vague, fuzzy language with concrete, "action" words.
- Distinguish when to be dramatic, and when to be matter-of-fact.
- Eliminate verbal "tics" that distract your readers or listeners.

12:00 – 1:30 pm *Lunch*

1:30 – 2:00 pmCommunicating for Results: Building a Better Work Relationship

The key to success in business today is the ability to communicate effectively with your customer. After all, if you aren't excited by your products or services, why would your customer be?

- Improve the quality of your relationships, become more successful in your career and grow into a more confident, fulfilled person.
- Recognize the importance of distinguishing between one-to-one communications vs. group communications.
- Explain a new way to think about communication style differences.
- Identify your own style and how to maximize its effectiveness.

2:30 – 2:45 pm *Break*

2:45 – 3:45 pmDeveloping Effective Presentation Skills

Develop your presentation skills to transform yourself from inexperienced speaker to skilled presenter!

- Develop and organize presentation content.
- Reduce presenter stress and anxiety.
- Respond professionally to questions from the audience.

3:45 – 4:00 pm *Break*

4:00 – 5:00 pmEffective Executive Speaking

Presentations and public speaking are very much a part of every executive's responsibilities today. Effective executive speaking is what distinguishes the successful professional from everyone else. Public speaking skills are most critical to your success—and to your individual and corporate image. Learn to use powerful tools and techniques to turn every presentation or public speaking opportunity into a rewarding experience.

- Identify the elements of a good presentation.
- Illustrate how to plan and prepare strong beginnings and endings in your presentations and public speaking.

- Choose appropriate strategies for reaching reluctant, uncommitted and inactive audiences.

5:00 pm

Meeting Adjourn