



Clarity, Brevity and Impact

A communications programme designed to help presenters realise their true potential

AIM

This programme is designed to help you raise your presentation and communication skills to much higher levels of engagement, personal impact and influence when speaking to your audience.

OBJECTIVES

Participants will learn and practice the skills they need to:

- Communicate in a more natural, relaxed style whenever they speak
- Demonstrate confidence and authority when presenting formally
- Dramatically increase audience engagement when presenting ideas
- Structure key messages that personalise a client's or an audience's needs
- Increase the clarity of their messages in meetings and presentations
- Deliver ideas with greater brevity and personal impact
- Develop greater influencing ability during internal and external meetings
- Use visual images to far greater effect when presenting

KEY FEATURES

- Skills coaching designed to produce outstanding, not "acceptable" performance
- An emphasis on practical, role-specific application
- Role-specific material is used
- Video review and analysis
- Individual follow up sessions are available if required



PROGRAMME DESIGN AND FORMAT

This programme is designed to develop the skills of key people who need to stand out when they speak. It does not involve learning complex theory, hints or tips. It involves redefining communication and personal effectiveness from a listener's perspective and learning simple, natural techniques, which we then apply and practice in-role.

The programme is held over 2 days for groups of 4-6 people. Day one and day two may be separated by several days which will allow greater preparation time, practice and consolidation of skills.

During the first day, each person will learn and practice skills and intellectual models which will improve the way in which they present information. The second day will have an even greater practical focus, so that each person can practice specific presentations, pitches or meetings in-role, using material and subject matter which is relevant to them.

Because our approach enhances each individual's natural strengths, participants will not compete with each other during this programme. They will be measured against their potential, not someone else's and will undoubtedly learn from the experiences of others, as well as their own.

BLACK ISLE'S APPROACH

Our unique understanding of human communication underpins this programme. We disprove conventional advice and apply listener focus and common sense to the communication process. We prove the concept that natural behaviour is the only way to gain trust, create memory and build effective relationships.

We analyse the natural conversational style, unique to each individual, and more importantly, give you the skills to reproduce this style in every situation you will encounter.

You will then role-play client presentations and meetings, in order to practice improving your impact and influence. You will receive practical advice and feedback on your performance, with the opportunity to practice again.

You will achieve far greater natural confidence and clarity of expression in all aspects of your work after this programme, because you will learn by doing, and see yourself doing well.

You will also learn to understand human communication in much greater depth, which should allow you to continually practice your most effective communication style.



CLARITY, BREVITY AND IMPACT - TWO DAY WORKSHOP

The Principles of Effective Communication

We start with a practical analysis of relaxed conversation and prove the apparently simple concept that we all perform best when adopting a positive, conversational style. We reveal some astonishingly simple principles that become the foundation stones of the programme.

Delivery – Formal Presentations

We introduce a scanning technique that helps significantly with the delivery of prepared material. This technique allows you to read from a set text yet maintain powerful interaction with a listener. Although more concentrated on formal presentation of information, this session has a direct relevance to formal or informal meetings and is a powerful building block.

Notes/Bullet Points/Headings

We apply the basic principles to a presentation in note format. Most of us use notes as a means of reminding ourselves of the main points. Some of us actually follow our notes. Others use notes as a safety net. You will be encouraged to use notes in a more disciplined way than you are probably used to. It's not easy! We are not suggesting that you must always use notes but, on those occasions when notes are appropriate, our principles will help you to deliver a more cohesive message. These techniques will safeguard against needless rambling and the nightmare of "losing one's place".

Structuring Key Messages

We re-examine the intellectual techniques required to prepare a verbal or written message that is clear and precise. We show you how to establish a clear objective and then construct a concise and focused argument that grabs attention and allows the receiver to "buy in" to the message right from the start.

By observing our simple and well-established model, you can save a huge amount of time, and deliver a message that inspires others to act. We practice the use of simple and conversational language. Above all, we encourage your creativity.



CLARITY, BREVITY AND IMPACT – TWO DAY WORKSHOP (Contd.)

Visuals

Using visual aids can be a very effective way of enhancing your message, but too often they become repetitive or overpowering. Many people simply lose others through the use of inappropriate visual choices. We look at how you can use visuals less, so that you reinforce key ideas, without confusing or distracting an audience from your personality or your message.

Presentations with Q and A

You practice the delivery of a presentation to clients. You will practice the use of visuals and face questions after your talk.

We help you consider the needs of the audience before responding to questions. We also look at how you can maintain control during Q & A, so that you gather as much information as possible, and ensure that you have a clear view about the clients existing and future needs.

The effect of this will be greater empathy and people that believe you care, are honest and know your material.

Discussion/review

An informal discussion session, where the programme is discussed, and any follow up coaching is agreed.