



EFFECTIVE COMMUNICATION SKILLS FOR INFLUENCERS

A ONE-DAY WORKSHOP TO ENHANCE THE PERSUASION SKILLS OF PROFESSIONALS IN HIGH-STAKE COMMUNICATIONS

Guided by media professionals, you'll learn to structure convincing arguments and convey persuasive messages to the right audiences.

Ideal for those seeking to:

- Perfect communication and presentation skills
- Prepare and deliver key messages to clients and colleagues
- Understand the needs and attention span of an audience
- Combine emotion and reason to create a powerful presentation
- Use voice and body language to reinforce key messages
- Handle difficult questions and take control in challenging situations
- Use the Ladder of Abstraction to make ideas more memorable

COURSE STRUCTURE

MORNING

- Challenges and opportunities in the era of information overload
- Strategies to target audiences and deliver key messages
- Be an effective speaker: climb up and down the Ladder of Abstraction
- Understanding logos, ethos and pathos

AFTERNOON

- The art of rhetoric
- The body language of success
- Presentation exercises in front of camera and review

* Participants are required to bring their own documents to edit during this session.

For more details - www.trust.org/training
or email training.foundation@thomsonreuters.com



THOMSON REUTERS
FOUNDATION