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

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

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