

CREATE CLEAR AND COMPELLING MESSAGES

2.5 HOUR VIRTUAL WORKSHOP

Business moves fast. **BE READY.**

In response to COVID-19, organizations around the world have instituted a broad range of social distancing strategies.

Employees are working from home, shifting to virtual meetings with their colleagues, as well as their external customers, prospects, partners, and communities.

Feelings of isolation, concern, and stress are running high at a time when the need for clear communication mission critical.

Create Clear and Compelling Messages meets these challenges head-on.

This powerful virtual workshop arms participants with three essential virtual meeting management skills they need to

THINK and SPEAK for RESULTS:

1. **THINK** about the audience
2. **CRAFT** the core message
3. **ENGAGE** with executive presence

World-Class Training with Proven Results

Learners exhibit stronger communication skills and organizations see immediate, measurable outcomes. Harness the power of effective communication and drive immediate results:

- Bring teams remote together
- Increase innovation and collaboration
- Focus and propel messages
- Drive better decisions faster
- Build trust with listeners
- Improve productivity
- Engage employees in change initiatives
- Strengthen relationships



SMALL
GROUPS



LIVE
VIRTUAL

DELIVERY
OPTIONS

THE SKILLS

PART ONE: 2.5-hour virtual session

THINK about the audience

- Consider listeners' needs and anticipate what they care about most
- Learn what you need to do to be heard and build trust

CRAFT the core message

- Apply a simple, repeatable process to distill and organize content
- Develop engaging listener-centric messages
- Articulate a strong point of view to enhance retention of key messages

ENGAGE with executive presence

- Use energy to capture the listener
- Maintain composure under pressure
- Project confident authenticity

PART TWO: 90-min skills practice labs

PRACTICE in small groups with your Mandel trainer

- Receive feedback and coaching on core message and executive presence
- Strengthen and fine tune each participant's abilities to create clear and compelling content
- Practice delivery skills to enhance the message and strengthen the impact

THE FORMAT

SPECIFICATIONS

- 12 participants
- 2.5-hour group learning with breakout sessions
- 90-min small-group skills practice labs
- Expert, facilitator-led coaching
- Focus on real-world, on-the-job applications

REINFORCEMENT and MEASUREMENT

- All participants receive two months' free access to our leading-edge mobile app that leverages artificial intelligence to measure improvement in their skills
- Detailed evaluation reports are offered at no charge for every workshop