

# THE BREAKTHROUGH COMMUNICATOR™ ONLINE

3-MODULE COLLABORATIVE  
DIGITAL LEARNING EXPERIENCE  
UNLIMITED SCALABILITY



## WE LEARN BETTER TOGETHER.

Organizations have been in varying stages of **digital transformation** for years.

### **Coronavirus radically accelerated digital plans.**

An Institute for Corporate Productivity, (i4cp) study found that after the COVID-19 outbreak, **companies with over half their employees working remotely surged from 8% to 73%.<sup>1</sup>**

Respondents to the same study ranked **lack of experience with virtual meeting technology** and **lack of training** as their top challenges.

**THE BREAKTHROUGH COMMUNICATOR ONLINE** addresses these challenges head-on, leveraging a collaborative digital learning platform, powered by Intrepid by VitalSource®. The learning experience is divided into four flexibly designed elements:

- **PRE-COURSE**
- **MODULE 1: THINK**
- **MODULE 2: SPEAK**
- **MODULE 3: RESULTS**

### **World class training with proven results**

Mandel Communications is the leading communication skills training company for organizations that believe in the power and potential of their employees.

Harness the power of better communication to drive immediate, measurable business results:

- Foster consistency in meeting expectations
- Collaborate to win in a new world of work
- Drive better business decisions faster
- Enhance sense of inclusion and belonging
- Connect more deeply with clients
- Resolve problems with fewer meetings

**“It enabled PEER-TO-PEER MENTORING.**  
It helped them see things they’re good at and  
where they can help others.”

<sup>1</sup>i4cp, “The Massive and Rapid Shift to Remote Work and Virtual Leadership, March 26, 2020

# THE OUTLINE

"This is INNOVATION APPLIED TO LEARNING.  
It was just mind blowing to see them collaborate like that."

## PRE-COURSE (estimated time: 20 minutes)

- Participants register and post their photo, bio, and "fun facts"
- Welcome videos of your leaders set context to engage and inspire learners
- Participants learn to navigate the platform and meet their moderator and faculty

## MODULE 1: THINK (estimated time: 2-3 hours)

- Introduction to Mandel's game-changing personal communication framework
- How to plan for the listener, articulate the "why," craft a position and build an agenda
- Engaging discussion forum and insightful feedback from Mandel moderator
- Participants craft and video record a work-related message and load it to the platform
- Participants review their colleagues' sample message videos, using a guided worksheet

## MODULE 2: SPEAK (estimated time: 2 hours)

- What is executive presence? Why does it matter?
- How to achieve executive presence, balancing nuances of composure and energy
- Engaging discussion forum and insightful feedback from Mandel moderator
- Participants craft and video record a work-related message and load it to the platform
- Participants review their colleagues' sample message videos, using a guided worksheet

## MODULE 3: RESULTS (estimated time: 1 hour)

- Participants share their accountability plans and how they plan to apply the learning
- Engaging discussion forum and insightful feedback from Mandel moderator
- **BONUS ACTIVITY:** Submit a video sample for future participants

# THE DETAILS

"It solves our ISOLATION CHALLENGES.  
Nobody is traveling. This shows how to connect virtually. They don't need to be in the same physical space to enable that network."

## SPECIFICATIONS

- White-label design makes it easy to add logo, images, and stakeholder videos
- Video-recorded practice using real-life business case with on-the-job application
- Engaging peer review process inspires further mentoring and collaboration
- Gamification, points, and badges ignite healthy competition
- Expert moderator monitors chat, provides feedback, and responds to questions
- Artificial Intelligence-driven app instantly measures improvement in pace, pausing, articulation, energy, facial expression, conciseness, confidence, and filler words

## REINFORCEMENT & MEASUREMENT

- Easy-to-use tools deliver immediate application and make training stick
- Weekly stakeholder reports show who leads in points and whether anyone lags
- Insightful evaluation reports provide immediate, relevant feedback



**PRECURSOR**  
to blend learning  
and save time  
in classroom



**STAND-ALONE**  
to scale and serve  
large global  
audiences



**REINFORCEMENT**  
to expand  
training or  
launch campaigns

**FLEXIBLE  
DELIVERY  
OPTIONS**