

THE BREAKTHROUGH COMMUNICATOR®

HALF-DAY VIRTUAL WORKSHOP

Business moves fast. **BE READY.**

People in today's organizations are under constant pressure to make better decisions faster in the face of a 24/7 barrage of data and opinions.

When presenters aren't prepared to speak to what the listener values, everyone suffers. Critical recommendations get overlooked. Deals are lost. Innovation is stifled.

Drawn from Mandel's *The Extraordinary Presenter* flagship workshop, **The Breakthrough Communicator virtual workshop** addresses the challenge head-on by arming presenters with three essential skills they need to **THINK and SPEAK for RESULTS**:

2. **THINK** about your audience
3. **CRAFT** your core message
4. **ENGAGE** with executive presence

World-Class Training with Proven Results

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

- Increase innovation and collaboration
- Promote faster, more informed decision-making
- Achieve higher commitment to change initiatives
- Accelerate sales cycles and improve win rates
- Increase sales readiness
- Improve meeting productivity
- Strengthen partner relationships



LARGE
GROUPS



LIVE
VIRTUAL

DELIVERY
OPTIONS

THE SKILLS

OPTION ONE: 2.5-hour virtual session

THINK about your audience

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

CRAFT your core message

- Apply a simple, repeatable process to distill and organize content
- Develop an engaging core message
- 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 your confident, authentic self

OPTION TWO: 3.5-hour virtual session

In the 3.5-hour option, we cover the skills in Option One and dive deeper into crafting the agenda and the close of your communication.

THE FORMAT

SPECIFICATIONS

- 2.5 to 3.5 hour experience
- Large Group
- Facilitator-led coaching
- Learn and use Mandel's sought after communication framework, SCI-PAB® in the 2.5 hour session - and the whole Mandel Blueprint® in the 3.5 hour session
- Focus on real-world situations and on-the-job applications

REINFORCEMENT and MEASUREMENT

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