

THE BREAKTHROUGH COMMUNICATOR™

VIRTUAL
2.5 TO 3.5 HOUR WORKSHOP



WHEN WHAT THEY SAY AND HOW THEY SAY IT MAKE A DIFFERENCE.

During this time of physical distancing, business continuity is mission critical.

People are still making extremely important decisions based on data that others gather and report. It's harder than ever to persuade, convince or influence a decision when all involved are working remotely.

THE BREAKTHROUGH COMMUNICATOR™ — VIRTUAL workshop addresses these challenges head-on by equipping participants with three essential messaging skills:

1. **THINK** deeply about the audience
2. **CRAFT** a message that matters
3. **ENGAGE** with executive presence

World class training with proven results

Mandel Communications has been a global leader in virtual instructor-led training design and delivery for over 10 years.

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

- Foster consistency in meeting expectations
- Overcome video conference anxiety
- Collaborate to win in a new world of work
- Drive better business decisions faster
- Enhance sense of inclusion and belonging
- Promote innovation across virtual teams
- Connect more deeply with clients
- Resolve problems with fewer meetings

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THE SKILLS

PRE-WORK

- Choose a work situation where your message matters

1. **THINK** deeply about the audience

- Analyze listener “care-about’s”
- Focus on the listener’s world
- Quickly distill and organize content

2. **CRAFT** a message that matters

- Develop an engaging core message
- Articulate a strong point of view
- **OPTIONAL |** Build out a complete communication Blueprint

3. **ENGAGE** with executive presence

- Capitalize on the benefits of virtual
- Overcome virtual void anxiety
- Capture listeners’ attention

“From everyday interactions with coworkers to formal presentations, the skills learned in this virtual workshop will help me to better communicate my ideas.”

“This really helps me to be able to effectively convey my message, stand my position, and effectively communicate.”

THE DETAILS

SPECIFICATIONS

- 2.5 to 3.5-hour virtual session for large groups (up to platform max)
- Stakeholder viewpoint sets the stage
- Real-world, job-specific applications
- Engaging, interactive skills practice
- Flexible design aligns to business priorities

REINFORCEMENT & MEASUREMENT

- Two months’ free access to AI-driven mobile app measures improvement
- Easy-to-use tools deliver immediate application and make training stick
- Insightful evaluation reporting provides immediate, relevant feedback



LARGE
GROUPS



SMALL
GROUPS



LIVE
VIRTUAL



FACILITATED
DIGITAL

**FLEXIBLE
DELIVERY
OPTIONS**

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