

# THE BREAKTHROUGH COMMUNICATOR™

VIRTUAL  
HALF-DAY 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

# 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
- **3.5-HOUR VERSION ONLY**  
Build out a complete communication Blueprint® that includes call to action

### 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 or 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**