Part 1:

- Welcome and Introduction of Executive Communication Coach and Participants
- Core Concepts in Communication
- Audience Analysis and “What’s In It For Me” Concept
  Identify target audiences and their specific interests
- The Message Development Process
  The shrinking soundbite and message formula
- Interactive Exercise: Work in pairs to hone your key messages
  Each participant will have an opportunity to practice key messages

Part 2:

- Delivery Techniques
  Effectively capturing one’s target audience using body language, voice tone and eye contact
- Weak Speak and Power Speak
  Employing assertive word choice and intonation
- Taking More Control
  Strategically answering questions to redirect the conversation and highlight your message
- Creating Concise Comments
  How to junk the jargon and cut the clichés
- 2nd Interactive Exercise
  Mock media interviews
- Q&A Strategy
  Participants discuss and develop a strategy to handle difficult questions
- How to Say “No Comment”
- 3rd Interactive Exercise:
  Volunteer Participants are ‘interviewed’ in front of the group
- Do Again/Do Differently
  Determine learning plan for continuous improvement
- Session Evaluation