

Master Class - Strategic and Impactful Communication

Techniques to Reach Out, Motivate and Inspire

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What You Need to Know to Become an Even More Impactful Communicator.

Workshop-Topics

- The Neuroscience of Impact and Capture
- The Power of Authenticity
- Boosting Your Presence
- Crafting Powerful, Strategic Messages
- Mastering the Advanced Skills of Impactful Communication
- Tips, Tools, Techniques, Personal Feedback and Coaching

Seminar Leader



Professor Dr. Gordon Adler
Adler Way Communication



Author of the book
Management Communication
(Financial Times Series)

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DESCRIPTION OF THE WORKSHOP

All effective communicators know that communicating with clarity and impact is at least as much – and often more – convincing than the words or arguments they use. It is a craft, a skill that requires constant development and training.

This workshop is designed to inspire, strengthen and equip participants to improve their communication skills so they can engage and elevate people to achieve better business results. It focusses on developing three important things: finding yourself, your message and your voice. All are essential to effective business communication. Whether you need to communicate with two, two thousand or twenty thousand people, this training will equip you with the right tools to communicate your most important ideas, values and visions better than ever before.

THEMES OF THE WORKSHOP (1 DAY)

What is Impactful Communication?

- The Neuroscience of Impact
- The Impact Equation
- How People Listen

Use the Power of Authenticity

- Self-Knowing, Explicit Values and Building Trust
- Self-Disclosure: Personal Stories for Impact
- The Language of the Senses (L.O.T.S.)

Boost Your Presence

- The Three Circles of Energy
- The Tools of Powerful Communication (Body, Breath, Speech, Listening)
- Finding Your Voice

WHO SHOULD ATTEND

This workshop is designed to support business people and others at becoming more effective and authentic communicators. Everyone who feels that effective communication is essential to their professional life, who wants to engage their audience, capture their attention and move their listeners to action can profit from it.

LANGUAGE AND COURSE MATERIAL

The workshop will take place in English. Prof. Adler understands and speaks German and Swiss German, so participants may do training-exercises in German.

All participants will get a “workbook” of useful communication tips and practice exercises that they use during the day, and can refer to after the seminar.

SEMINAR LEADER



Prof. Dr. Adler has more than 35 years of managerial, operational and academic experience in the US and Europe. He teaches at top business schools on leadership- and corporate communication, strategic storytelling and effective management writing. He has extensive experience facilitating executive development programs and delivering communications products in Europe, Africa, Asia and the USA. Clients of Dr. Adler's company, Adler Way, include more than eighty of the world's leading international companies. Dr. Adler's books include the best-selling «Management Communication» (FT), «Winning at Service: Lessons from Service Leaders», and «Case Writing for Managers: A Survival Guide». Dr. Adler has degrees from Harvard-, Boston- and Stanford University.

The Message Crafting Tool

- Passion and Values
- Audience: The Art of Capture
- Purpose and Call To Action
- Message: Rhetorical Structures & Slideware Best Practice

Practice Your New Skills

- Boost Expressiveness (Empathy, Reaching Out, Making Connections)
- Give a Short Presentation, with Video
- Coaching and Feedback

OTHER WORKSHOPS WITH PROF. DR. ADLER

Communicating Change

Building a Coherent Persuasion Strategy
www.exbase-inhouse.com/cps

Strategic Business Storytelling

The Art of Telling Stories to Get Results
www.exbase-inhouse.com/sbs

I LOOK FORWARD TO YOUR CALL

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