

# Communicating with Impact

**in focus**  
MAGNIFYING POTENTIAL



## Why?

- You want to know what works about how you currently communicate
- You want to know exactly how you can improve your communication
- You want to feel confident talking in front of a large/senior/unknown audience
- You don't want to dread being asked to present your ideas/work
- You want to know how to craft communication that people remember
- You don't want to be interrupted by senior leaders
- You want to be clear in how you communicate your ideas
- You want to know how to use PowerPoint well
- You don't want to miss out on your ideas progressing

## What?

Communicating with Impact is an opportunity to explore the power of communication and the responsibility you have in translating business messages so that you breathe life into them and their recipients.

We will explore:

- **Sender:Message:Receiver** – breaking communication down to its constituent parts
- **Listening** - Appreciate how difficult it is to listen and what gets in the way
- **Starting with the Receiver** in mind and putting yourself in their shoes - understanding the needs of the Receiver so you give the Message the best chance to land
- **De Bono's 6 thinking hats** - Profiling your audience
- **How to craft engaging Messages** – knowing how to apply changes in dynamic, edit material and use structure to maximise impact
- **Clarity** – highlighting your KEY Messages
- Understanding what inspiring communication looks like
- **Visuals** - Use and Abuse
- Connecting to the Message as the Sender: Believing in what you say
- **Intellectual and Emotional Contagion**
- **The Sender's Skills** - Eye contact, Body Language, Voice
- **Perception** - Knowing what judgements are being made of you
- **Confidence** – getting over yourself to get the Message across

## How?

1 or 2 day programme for between 6-12 people

Seminar for up to 50 people

This is an interactive, practical and inspiring workshop which uses filming, video footage of masters at work and a chance to practice to ensure that participants leave able to take the next step towards being the communicator of their dreams. Participants will be asked to bring along a live communication to work on through the session so they are ready to deliver it by the end of the event.

**T: 0845 057 3973**

**E: [contact@infocus.london](mailto:contact@infocus.london)**

**W: [infocus.london](http://infocus.london)**

**4 Maddox Street, London, W1B 2QD**