



CL NETWORK  
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VIRTUAL TRAINING WORKSHOPS

# Communicating with Impact

3 x 1.5 hour mini-modules

The “Communicating with Impact” program introduces the foundational strategies, skills and mindset required to communicate and present effectively in the virtual world.

This workshop is delivered in 3 x 1.5 hour mini-modules (Audience Analysis, Structuring the Message, Delivering the Message). Each mini-module focuses on key activities and tactics that are essential to ensure communication success.

## OUTCOME

The participants of the “Communicating with Impact” workshop will:

- Learn the importance of planning, structure, delivery skills and personal mindset to achieve outstanding results
- Understand the need to make messages clear, concise and relevant to the audience
- Develop communication strategies for voice-mail, email and face to face conversations
- Learn to establish clear objectives for any communication or presentation
- Leverage the Tell'em and Informative Structures to standardize and customize presentations
- Learn to select and create the most effective visual aids
- Gain tactics to create a powerful personal presence, which conveys confidence and subject matter expertise
- Learn how to create and deliver presentations within limited time constraints
- Discover how to make presentations engaging and persuasive when presenting virtually

This workshop is ideal for sales teams striving to connect with customers in a virtual world and for internal teams struggling to communicate effectively. Follow-up coaching support is available.

Interested in elevating your team's performance? Contact [cindy.novak@clnetwork.ca](mailto:cindy.novak@clnetwork.ca)