

## What is at the Heart of Great Communications?

Some meetings, pitches and documents just seem to work - the idea is clear, rationale simple, and communication flows naturally.

But too often we are presented with a complex collection of individual ideas with little meaning or structure. How to improve?

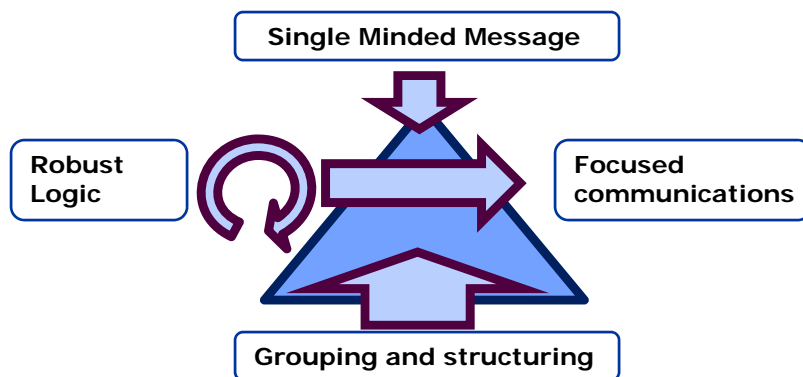
Part is in the delivery, for sure. But the biggest skill gap is generally at the heart: the lack of a single-minded **persuasive argument**: one that is focused, logical, and gives sufficient detail to convince ; one that drives action and decisions



The **Persuasive Argumentation Workshop** builds the skills and tools to help make your communications more effective and so have greater impact inside and outside the organization.

## The Building Blocks of Persuasive Argumentation

The workshop is built on structured thinking and delivery tools adopted in a range of industries from advertising to strategic consulting.



### Grouping and structuring

- ✓ Pyramid approach
- ✓ M.E.C.E. structuring
- ✓ Prioritizing groups

### Single Minded Message

- ✓ Audience diagnostic and goal setting
- ✓ Simplifying to clarify
- ✓ Avoiding empty messages

### Robust Logic

- ✓ Basics of logical argument
- ✓ Logic based on situation
- ✓ Making your argument bulletproof

### Focused Communications

- ✓ Stimulus and response
- ✓ Creating engaging narrative
- ✓ Easier communications
- ✓ Clear and Simple

## The Persuasive Argumentation Workshop

### Objectives

At the conclusion, participants will be able to:

- ✓ Clarify, simplify and summarize any piece of communication.
- ✓ Logically present the information that is essential to convince.
- ✓ Use a simple framework to quickly yet clearly structure presentations and documents.

### Workshop Duration

1½ to 2 days.

### Who Should Attend

Leaders / Managers who want to improve the clarity and impact of their communications.

### Advanced Preparation Package and Pre-work

Several articles and case studies provide context to the workshop; Participants send in advance one piece of current communication for workshop use.

### Workshop Style

A combination of presentation, business cases, interactive discussions, breakouts, presentation / feedback and 1:1 coaching are used.

### Follow Up

An individual 1:1 check-in after the workshop is part of the overall learning plan. Additional reading and references are provided for all the topics covered.

### Pricing & Guarantee

From \$1,500 per participant. Satisfaction is guaranteed.