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THINK ON YOUR FEET®

PRESENTING IDEAS WITH CLARITY, BREVITY AND IMPACT



The course

The course is suitable for all levels of an organization who want to improve their communication skills, including public affairs professionals, customer service and sales professionals, and technical supervisors.

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The course is an intensive workshop on how to speak spontaneously with clarity, brevity and impact.

Think on Your Feet ® dramatically improves oral communication skills by focusing on an individual's ability to think quickly and clearly. The course includes step-by-step methods to train your mind in structured communication. Six plans to deliver ideas persuasively, bridging techniques to handle difficult questions and support plans to add impact to oral communication.

It will offer an opportunity for you to increase self-confidence in your own communication abilities and practice persuasive answers to difficult or frequently asked questions from your internal and external clients.

Learning outcomes

- Structure ideas briefly, clearly and persuasively
- Flesh-out ideas with memorable examples
- Handle objections positively
- Answer questions quickly and coherently, especially when under pressure
- Use 'bridging' strategies to clarify questions, defuse tense situations/potential conflicts and buy time
- Organize ideas while talking as the conversation/meeting progresses

Course details

Minimum 6, maximum 12 participants in a group

Period: 2 days, 9:00 to 17:00

Trainers: Lucian Mihai, Alina Chirvase, Andreea Doica

AGENDA

1. DRAWING THE MAIN IDEA AND HOW TO BE MEMORABLE

- Persuasion Techniques
- Structuring your ideas with clarity and brevity
- Approaching various communication situations: 1-to-1, phone calls, meetings, informal presentations, e-mails

2. PRESENTING YOUR IDEAS WITH SPEED AND CLARITY

- Using the 3 parts plan
- Using a simple and unifying structure to be better understood by your business partners
- Using structured argumentation to respond quickly to questions

3. BRIDGING TECHNIQUES

- Making sense out of disconnected, fuzzy ideas
- Explaining processes step-by-step

4. HANDLING QUESTIONS – QUICK, CLEAR AND PERSUASIVE

- The Rule of 3
- Creating logical anchors in your interlocutor's mind
- Introduction and Recap

5. USING VISUAL ANCHORS TO CREATE YOUR STRUCTURE

- Gaining your desired impact
- Expressing multiple perspectives
- Handling a subject from various points of view
- Getting your complex message across

6. LINKING THE QUESTION AND THE ANSWER

- Buying time
- Making sure you answer the right question
- Handling objections and difficult queries in a constructive manner
- Listening for clarity and impact

7. BROADENING OR NARROWING YOUR PARTNER'S PERSPECTIVE

- Moving with ease from detail to the big picture and vice versa
- Handling sensitive or confidential information
- Taking into account the effects of generalization

8. FROM OPPOSING POINTS OF VIEW TO THE MIDDLE GROUND

- Negotiating for a win-win solution
- Handling controversial subjects
- Moving to action

9. SELLING BENEFITS

- Selling benefits rather than characteristics
- Pointing out the advantages for the listener

- The "So What?" test

10. ILLUSTRATING YOUR IDEAS

- Using examples for memorability and impact
- Developing ideas by using contrast
- Explaining your ideas using the cause-effect method

Practice, conclusions and feedback

TOYF Fast Networking