



# Effective Communicating™

Engage, persuade, and create the impact you want.

Achieve immediate impact in your communications effectiveness as a result of this workshop. Korn Ferry offers comprehensive and renowned programs to teach effective presentation and delivery skills with live practice, videos, coaching, and other tools, in a fast-paced, supportive environment.

Effective Communicating is an intense, comprehensive learning experience ideal for anyone who needs to be clear, concise, and persuasive when presenting ideas to colleagues, prospects, or clients.

Become more credible and convincing in every communication situation. Large group, face-to-face or voice-to-voice: you'll manage all of your communications with ease, with Effective Communicating.

Our focus is on connecting you, the speaker, with your audience. From gestures, movement, and posture, to voice, eye communication, and pausing techniques, you will discover how to better engage and involve your listeners. Plus, you will learn how to identify and eliminate the distracting behaviors that can cause your listeners to tune out.

Effective Communicating is designed to maximize individual and organizational learning investment through practice, video and peer feedback, and in-room coaching.

The two-day program features four content modules, extensive practice video recording, in-room coaching, and three private coaching sessions. The one-day programs use the same approaches but fewer modules and fewer or no private coaching sessions.

Whichever version of the program you choose, you will emerge with the tools to make all of your presentations more engaging, motivating, and effective.

## Objectives

- Create and organize messages that motivate.
- Use voice, eye contact, gestures, and movement to maintain listener interest and demonstrate confidence.
- Identify and eliminate the distracting behaviors that can cause listeners to tune out.

## At a glance:

### Audience.

Professionals who present ideas and information, including: sales and marketing, project managers, business and financial analysts, HR, new and experienced leaders, etc.

### Standard two day program.

Two day classroom program, eight hours per day, with two facilitators to enable in-class and private coaching and feedback. Features video recordings, three private coaching sessions and four content modules.

### One-day program.

The one day program can be delivered by a single facilitator (no private coaching and two content modules) or two facilitators (two private coaching sessions and three content modules).

### On-demand coaching.

Optional team or individual coaching is available, as well as post-program access to the eGrid™ message development tool.

### Language.

English. Other language delivery available on request.



## Effective Communicating suite components:

Support the effectiveness of this program with additional components that meet the needs of your workforce. Korn Ferry also offers:

- Executive Communicating Consultations: For individuals or teams, high-stakes communications, new or experienced leaders, internal program kickoffs, etc.
- Making the Spoken Connection: An interactive 90-minute introduction of Effective Communicating skills to build a large group’s interest in communication skills.
- Additional communications programs including Get to the Point: Speaking to Senior Management™, Communicating Upward™ (logical structuring), Facilitating Effectively, Communication Skills for Leaders, and Communicating for Success Everyday.
- Reinforcement tools: The Korn Ferry eGrid message development e-learning tool allows you to create and print a complete eGrid from your desktop.

### Two-day program agenda.

#### Day 1

- Delivery skills for Effective Communicating.
- Understand and practice eye communication, effective posture, movement, expression, and voice control to gain and hold listener interest.
- Impromptu speaking skills.
- Thinking on your feet.
- What counts in communicating.
- Establishing trust and believability.
- Increasing listener retention.
- Creating messages that motivate.
- Using the Korn Ferry Grid™ to organize and create complete, listener-focused messages.
- Involving your audience.
- Generating involvement through style, interaction, and content.
- Dynamic visual support.
- Developing effective visuals.
- Supporting and enhancing key points.

#### Day 2

- Interacting with visual support.
- Knowing the do’s and don’ts.
- Practicing with various media.
- Delivery of a three- to five-minute presentation with prepared content.
- Practicing effective use of notes.
- Using the Korn Ferry Grid.
- Incorporating visual support.
- Applying effective behavioral skills.
- Responding to challenging questions (Q&A).
- Using positive body language to reinforce your answers.
- Managing hostile situations.
- Including everyone in your response and moving the group forward.
- Program summary and discussion of your natural style.
- Incorporating new skills into your natural style.
- Personalizing an action plan for ongoing skill development.

### One-day program agenda.

- Communication skills to maximize impact.
- Impromptu speaking skills.
- Increasing listening retention.
- Creating messages that motivate.
- Delivery of a prepared presentation.\*
- Program summary and discussion of your natural style.
- Responding to challenging questions.\*\*

\* One day, one facilitator program only.

\*\* One day, two facilitator program only

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### About Korn Ferry

**Korn Ferry is a global organizational consulting firm. We help clients synchronize strategy and talent to drive superior performance. We work with organizations to design their structures, roles, and responsibilities. We help them hire the right people to bring their strategy to life. And we advise them on how to reward, develop, and motivate their people.**