

Clear, Concise & Confident Communication

Program Overview:

The ability to effectively organize our ideas and communicate them clearly, concisely is now a core skill. Whether we need to illustrate our point one-on-one, in a small group, over the telephone, via email or present a concept to a larger group, we all realize that how we communicate our message can dramatically affect the outcome. Learn to quickly structure your ideas and communicate them in a logical manner, allowing you to answer questions quickly and confidently, while also maintaining poise under pressure.

Learning Outcomes:

- Structure ideas into a simple, yet effective format, following the “Rule of Threes.”
- Learn techniques to articulate your message clearly and concisely while also adding depth and greater understanding for the listener(s).
- Create logical points to communicate your message using five “W” Strategies (who, what, where, when & why) involving individuals/teams, things/facts, places/locations, sequential/chronological time, and advantages/benefits of your ideas, products and services.
- Communicate effectively one-on-one, via e-mail or phone, in meetings, and with informal/formal presentations.
- Demonstrate enhanced self-confidence and greater poise when communicating, presenting or speaking.

Biography:

Tracy Butz, owner of Think Impact Solutions, is an inspirational keynote speaker, captivating author and successful consultant. She has more than 20 years of experience actively engaging both large- and small-size audiences including the US Army, Motorola, Shopko and Subway, just to name a few. Her reputable experience includes working 10 years as Director of Learning & Development, where she was accountable for talent management and employee development. Tracy also proudly holds the Certified Speaking Professional™ (CSP) designation, which is the highest honor in the speaking profession, held by only 12 percent of speakers worldwide. Tracy truly delivers the tools for today’s world, helping to further engage employees, energize workplace culture, and empower high performance.