

THINK ON YOUR FEET®

EXECUTIVE COMMUNICATION TRAINING





*Communication is the
most important skill any
leader can possess.*

Richard Branson

THINK ON YOUR FEET®



Introduction

In the digital age of information overload and time-scarcity, effective communication skills have never been more critical. The ability to analyse, organise and present ideas rapidly is now an essential skill with an individual's seniority within an organisation often heightening this requirement.

Think On Your Feet® is an internationally acclaimed workshop that gives participants the tools to get ideas across clearly, concisely, persuasively, and memorably.

With 95% of workplace communication being informal, this workshop is designed to build communication skills in off-the-cuff discussions; elevator pitches; Q&A sessions; email communications, project updates, urgent client calls and real-time feedback. These skills are also highly suited to situations which allow for more time to prepare, such as team meetings, interviews, and high-stakes conversations, providing delegates with the skills to present, defend, and discuss a position persuasively and quickly.



**WATCH THE VIDEO
TO FIND OUT MORE!**

Global Partner



McLuhan & Davies are widely considered champions of executive communication skills training. They understand that communication is at the centre of every leadership skill set.

As communication experts and innovators for 35 years, McLuhan & Davies have helped professionals achieve measurable success in over 30 countries and in 12 languages.

McLuhan & Davies programmes are standard practice in many leadership development programmes around the world, including the global universities for Chevron, GE and many others.

Business Results Group is the Exclusive Distributor of Think On Your Feet® training in Sub Saharan Africa.

Workshop Overview

Think On Your Feet® is an internationally acclaimed communication workshop which trains participants to structure their thinking and organise their ideas with CLARITY, BREVITY and IMPACT®.

This two-day workshop introduces participants to the 'capsules of persuasion' concept and provides 10 practical plans that help to structure thoughts and ideas quickly. Participants will leave with an improved capacity to explain complex ideas; get to the point; be more persuasive; respond on the spot and improve the listeners' retention.

Workshop Objectives

- **Speak with CLARITY:** Structure ideas simply and persuasively (with little preparation time); present ideas clearly while speaking; explain complex or technical information clearly; understand how to target listeners' core concerns effectively.
- **Speak with BREVITY:** Get to the core point; answer questions quickly and clearly; avoid information overload – condense thoughts; stay on topic; speak within time constraints.
- **Speak with IMPACT:** Flesh-out ideas with memorable examples; make an impression; handle objections positively and deal with hostile situations and emotional issues effectively.



Absolutely one of the best courses I have attended. Not only was TOYF exciting and highly impactful, it was also life changing, providing me with the ability to leverage natural strengths whilst integrating the structure required to deliver any message in the most impactful way.

Sandy Willard
SAB Miller
Marketing, NTM & Demand
Creation



This was one of the MOST IMPACTFUL workshops I've ever done in my career.

Karin Walters
Mediclinic
General Manager - Talent
Management



CLARITY
STRUCTURE IDEAS



BREVITY
GET TO THE POINT



IMPACT
BE REMEMBERED

Workshop Outline

Think On Your Feet® Day One:

- Overview of key principles and layout of organisation specific 'Tough Questions'
- Getting to the point and being remembered
- Presenting your ideas with speed and clarity
- Using handy fall-back techniques when you're caught off guard
- Handling questions quickly, clearly and persuasively
- Using 'visual' pegs as your structure
- Dividing information into facets, aspects or perspectives
- Bridging from question to answer

Think On Your Feet® Day Two:

- Expanding or focusing your listener's perspective
- Moving two opposing viewpoints to a middle ground
- Selling the benefits of your ideas, products and services
- Illustrating your ideas
- Telling a story: What? Where? When? Why?
- Putting it all together
- Think On Your Feet® speed networking
- Wrap up and development of personal development plan for the individuals next key communication challenge



The training is certainly WORTH THE INVESTMENT and this was the first training course that I really felt I could apply immediately in my day-to-day

Anne Potgieter
Avon (Pty) Ltd
Senior Developer

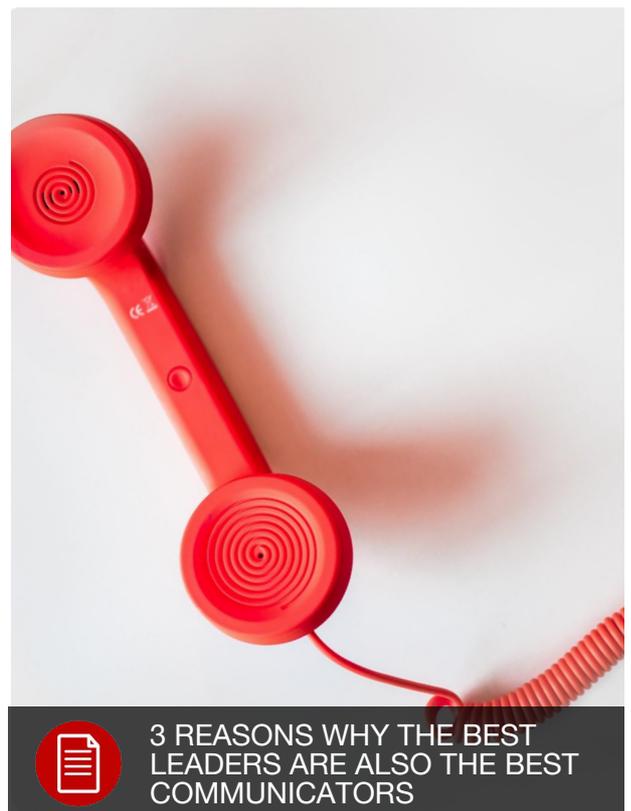
Participant Benefits

Think On Your Feet® shows delegates how to:

- **Identify and apply** the best communication strategy for each situation
- **Focus** a topic into bite-sized chunks for easy communication and retention
- **Present** ideas clearly, concisely, and memorably

Think On Your Feet® advances communication-skill practice by using three simple communication strategies:

- **Informative** – packaging information logically and succinctly
- **Assertive** – positioning arguments to persuade your audience
- **Visual** – appealing to the audience with images and analogies



3 REASONS WHY THE BEST LEADERS ARE ALSO THE BEST COMMUNICATORS



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For more information contact info@brg.co.za