

Think on Your Feet®

Duration: 2 days

Overview:

The Think on Your Feet® workshop begins with quick coherent thinking – the bedrock of communication – and ends with dramatically sharpening skills to speak more convincingly. The workshop provides all-purpose strategies for organising your ideas and shows how to match your message to your audience. The primary focus of this course is developing the ability to get your ideas across clearly, concisely, persuasively and quickly; which is a core skill in any workplace.

Think on Your Feet® introduces the “capsules-of-persuasion” concept: **Clarity, Brevity and Impact™**

Clarity Means Being Understood

While 100000000 is ‘unclear’, 100,000,000 isn’t. Structure makes the difference. Learning how to structure ideas, using both left- and right- brain logic, makes even technically complex topics accessible to listeners.

Brevity Means ‘Getting to the Point’

‘Getting to the point’ requires focus. Structure forces focus. In an era of information overload, brevity is valued. Less is more.

Impact Means Being Persuasive

Persuasion stems from relevance; anticipating listener interests is the secret of relevance. Add memorable structure and you produce lasting impact.

At Course Completion:

At the completion of the workshop, participants will be able to do the following:

- Answer questions quickly and coherently, especially when under fire
- Structure ideas simply and persuasively
- Use six basic organisation formats to focus communication and display analysis
- Flesh-out ideas with memorable examples
- Avoid common communication traps
- Handle objections positively
- Deal with hostile situations
- Use “bridging” strategies to clarify questions, defuse issues and buy time
- Anticipate questions and prepare answers
- Use techniques to identify listeners’ hopes, fears and background knowledge
- Use simple, jargon-free language that listeners can understand
- Turn nervousness into energy
- Separate topics clearly using transitions
- Organise ideas while talking

Who Should Attend:

Think on Your Feet® is designed for anyone concerned about communications. It is particularly useful and relevant for senior executives, managers, sales and marketing professionals, technical specialists, financial analysts, public affairs officers, human resource and training professionals.

Anyone whose effectiveness depends on reaching others through the spoken word.

Anyone who needs to demonstrate good leadership qualities, to convince and persuade others, to be seen and acknowledged as a leader.

Workshop Materials:

All participants will receive a Workshop Manual. It contains a synopsis of the Think on Your Feet® techniques - plus examples, worksheets, checklists and memory-jogging reference cards.

Module 1: Getting to the Point and Being Remembered

- Techniques to package persuasion
- Structuring ideas simply and clearly
- Speaking in different situations: one-on-one, on the phone, in meetings, informal presentations, e-mails

Module 2: Presenting Your Ideas

- Using three-part plans to display analysis
- Helping your listener understand by placing your ideas into a simple, unifying structure
- Relying on structured reasoning to answer questions quickly

Module 3: Using Handy Fall-Back Techniques when You're Caught Off Guard

- Making sense out of a mass of facts
- Explaining step-by-step processes clearly

Module 4: Handling Questions Quickly, Clearly and Persuasively

- Following the "Rule of Threes"
- Creating logical pegs to hang your thoughts on
- Announcing & Recapping

Module 5: Using "Visual" Pegs as Your Structure

- Achieving impact
- Supporting large or complex topics
- Adding depth to your message

Module 6: Avoiding Common Communication Traps

- Keeping on track
- Avoiding information overload
- Addressing your listener's core concerns

Module 7: Dividing Information into Facets, Aspects of Perspectives

- Achieving objectivity
- Expressing thoughtfulness
- Addressing issues from different viewpoints

Module 8: Bridging from Question to Answer

- Buying yourself time
- Answering the right question
- Handling objections and tough questions positively

Module 9: How to Broaden or Focus Your Listener's Perspective

- Moving from detail to big picture, or vice versa
- Handling sensitive or confidential information
- Countering sweeping generalisations

Module 10: Moving Two Opposing Viewpoints to a Middle Ground

- Negotiating a win-win outcome
- Dealing with controversial topics
- Moving to action

Module 11: Selling the Benefits of Your Ideas, Products, Services

- Presenting benefits, not features
- Showing advantages to your listener
- Employing the "So what?" test

Module 12: Fleshing Out Your Ideas

- Using examples to increase understanding & recall
- Developing ideas through the use of opposites
- Explaining an idea by cause & effect

Module 13: Telling a Story: Who? What? Where? Why? When?

- Ensuring all relevant information is included
- Arranging the 5W's as your idea peg
- Combining the 5W's with other techniques

Module 14: Combining Think on Your Feet® Formats to Build Longer Presentations

- Shaping content for your listeners
- Preparing informal and formal presentations quickly and effectively
- Delivering a persuasive message