



## What it is

Have you ever caught yourself in a meeting thinking the speaker needs to “get to the point”? This interactive, hands-on workshop explores effective techniques for structuring and synthesizing that point and then delivering it in an engaging fashion. Its methods are applicable equally to written and oral communication.

## Quick facts

<b>Duration:</b>	2.5 – 4 hours
<b>Participants:</b>	20-30
<b>Level:</b>	Junior staff to mid-level executives
<b>Approach:</b>	Theory + hands-on small group practice

## Learning goals

- Understanding the value of synthesis
- Ability to structure given information into logically coherent buckets
- Mastery of the pyramid principle; building a coherent and easy-to-follow story
- Skillful delivery of a message targeted to a specific audience within a limited time frame

## Sample agenda

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|--|-----|
| ▪ Introduction and overview                          | 30' |
| ▪ Synthesis – What do you really need to say?        | 30' |
| ▪ Structure – Building pyramids in the 21st century? | 60' |
| ▪ Engagement – How to get others interested?         | 30' |
| ▪ Brevity – Could you pitch that to me?              | 30' |

## Participant feedback

*Most useful workshop I have been to in 3 years*

*I can use these concepts every day, be it in an email, an important phone call or a presentation*

*I never realized how telling it the other way around would actually help me getting my point across*