

# THE BREAKTHROUGH COMMUNICATOR™

CLASSROOM  
HALF-DAY WORKSHOP



## STRATEGIC MESSAGING MAKES A DIFFERENCE.

Influencing action and persuading a decision remains an important aspect of everyday business communication for every organization.

The stakes for effective communication skyrocket when employees are distanced and organizations move fast to adjust to changing business priorities. When messages are unclear and muddled with unnecessary information, meetings take longer, business decisions waver, and the organization ultimately risks wasting resources.

**THE BREAKTHROUGH COMMUNICATOR™** in-person workshop addresses messaging challenges head-on by equipping participants with three essential skills so every communication is clear, concise, and promotes action:

1. **THINK** deeply about the audience
2. **CRAFT** a message that matters
3. **ENGAGE** with executive presence

### World class training with proven results

Mandel is the premier communication skills training company for global organizations that believe in the power and potential of their employees.

Harness the power of industry-leading training design and facilitation to drive immediate, measurable business results:

- Foster consistency in meeting expectations
- Overcome video conference anxiety
- Collaborate to win in a new world of work
- Drive better business decisions faster
- Enhance sense of inclusion and belonging
- Promote innovation across virtual teams
- Connect more deeply with clients
- Resolve problems with fewer meetings

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# THE SKILLS

## OPTION 1

### 2.5-hour group session

- 1. THINK** deeply about the audience
  - Analyze listener “care-about’s”
  - Focus on the listener’s world
  - Quickly distill and organize content
- 2. CRAFT** a message that matters
  - Develop an engaging core message
  - Articulate a strong point of view
- 3. ENGAGE** with executive presence
  - Connect with the audience and build trust
  - Communicate with confident authenticity
  - Capture listeners’ attention

## OPTION 2

### 3.5-hour group session

- 1. THINK** deeply about the audience
  - Analyze listener “care-about’s”
  - Focus on the listener’s world
  - Quickly distill and organize content
- 2. CRAFT** a message that matters
  - Develop an engaging core message
  - Articulate a strong point of view
  - **Build out a complete communication Blueprint® and close with a call to action**
- 3. ENGAGE** with executive presence
  - Connect with the audience and build trust
  - Communicate with confident authenticity
  - Capture listeners’ attention

# THE DETAILS

## SPECIFICATIONS

- 2.5 or 3.5-hour classroom session for large groups (minimum 12, no max participants)
- Stakeholder viewpoint sets the stage
- Real-world, job-specific applications
- Flexible design aligns to business priorities

## REINFORCEMENT & MEASUREMENT

- Two months’ free access to AI-driven mobile app measures improvement
- Easy-to-use tools deliver immediate application and make training stick
- Insightful evaluation reporting provides immediate, relevant feedback



LARGE  
GROUPS



SMALL  
GROUPS



LIVE  
VIRTUAL



FACILITATED  
DIGITAL

FLEXIBLE  
DELIVERY  
OPTIONS

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