

Making the Complex More Understandable

Five short programs in one powerful morning or afternoon at your location

Topic	Description	Original Date*	Length Min.
Welcome	Introduce the Program and Outcome		5
Book Worth Reading <i>Presentation Secrets of Steve Jobs</i> by Carmine Gallo	We share one powerful secret from the book: Use concrete, specific and memorable words when speaking. We share examples and why its important	April 2017	10
Five Presentation Trends Worth Watching	Here's our five trends. We'll also share why they are worth watching and applying in your business: Ditch the podium, add a story, add light humor, use simpler language, and reduce the amount of PowerPoint	April 2017	15
Whoa—Too Much Information!	How do you take all the information you have about your topic and condense it into a clear and crisp message? The key is to master communicating the POINT. Here is the four steps we share along with two group activities: 1. Know your point 2. Get to the point 3. Don't clutter your point 4. Make your point pop	Dec 2017	25
Break			5—15
Strategies Communicating to Senior Management and the Board	At a previous Speaking of Business event we invited four industry leaders to share their best advice for communicating to senior management and the Board. We will view short video clips from that event and have a discussion regarding their comments and how to	Dec 2017	45
Optional Topic	Option to add one more topic and custom activity for your team		30—45
Wrap Up	Summarize major learnings		10

* For your reference, you can view videos from the original **Speaking of Business** program at <http://bit.ly/2Cnl63y>

Speaking of Business has been Spoken Impact's most popular program ever. More than 1500 people have joined us at the Metropolitan Ballroom to participate in these fast-paced, informational programs.

Speaking of Business is now "on the road" to bring our most popular topics to you and your team.