

Making Your Communications More Persuasive

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>Perfect Pitch</i> by Jon Steel	We share the author's formula for how to put a persuasive presentation together. Included is the story of how this format was applied to help London win the 2012 Summer Olympics.	July 2017	10
Video Pitches that get our "Thumbs Up"	We'll share four short videos that do a superb job of promoting a product or service and we'll share our tips of why this pitches work and how you can apply to your business	July 2017	20
The Power of First Impressions	We make first impressions in seconds upon meeting someone. Learn what strategies you can apply to make your first impression more effective.	April 2017	20
Break			5–15
Communicating with the C-Suite and Best Practices Communicating Your Products and Services	At two previous Speaking of Business events we invited industry leaders to share their best advice for how to communicate about their products and services. We will view short video clips from those events and have a discussion regarding their comments and how to apply the ideas to your business.	Dec 2015 and July 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/2CnI63y>

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.