



PURPOSE

Whenever there is a need to communicate, the only purpose is the impact of the message.

Many different variables influence the impact of the message: the content of the message, the format of the communication, the nature of the audience and the setup of the environment.

At the end of this workshop, the participants will work on their communication, based on the different variables mentioned above.

Communicating with Impact

STANDARD AGENDA (Most agenda's are adapted to your specific situation)

- Define the basic purpose of the message to provide: what is the objective?
- Crafting the message and building the support to present
- Understanding the audience: adapting the message according to their preference of communication
- Managing the environment: feeling comfortable with technology
- Practising the communication: exercises on real situation with immediate feedback for improvement