

Think on Your Feet®

Clarity. Brevity. Impact.™

CORE PROGRAM

Getting to the Point & Being Remembered

- Techniques to package persuasion
- Structuring ideas simply and clearly
- Speaking in different situations: one-on-one, on the phone, in meetings, informal presentations, E-mails

Presenting Your Ideas

- Using three-part plans to display analysis
- Helping your listener understand by placing your ideas into a simple, unifying structure
- Relying on structured reasoning to answer questions quickly

Using Handy Fall-Back Techniques When You're Caught Off Guard

- Making sense out of a mass of facts
- Explaining step-by-step processes clearly

Handling Questions Quickly, Clearly and Persuasively

- Following the "Rule of Threes"
- Creating logical pegs to hang your thoughts on "Announcing & Recapping" your ideas

Using "Visual" Pegs as Your Structure

- Achieving impact
- Supporting large or complex topics
- Adding depth to your message



EXECUTIVE SUMMARY

Getting your ideas across clearly, concisely, persuasively (and being remembered) is even more vital today. Everyone wants you to get to the point. Quickly.

Think on Your Feet® introduces the "capsules-of-persuasion" concept ... 10 plans that structure your ideas quickly, for impact. To answer questions on the spot. To explain complex ideas clearly. To be more persuasive. Get to the point.

Be remembered.

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Avoiding Common Communication Traps

- Keeping on track
- Avoiding information overload
- Addressing your listener's core concerns

Dividing Information into Facets, Aspects or Perspectives

- Achieving objectivity
- Expressing thoughtfulness
- Addressing issues from different viewpoints

Bridging from Question to Answer

- Buying yourself time
- Answering the right question
- Handling objections and tough questions positively

How to Broaden or Narrow Your Listener's Perspective

- Moving from detail to big picture, or vice-versa
- Handling sensitive or confidential information
- Countering sweeping generalizations

Moving Two Opposing Viewpoints to a Middle Ground

- Negotiating a win-win outcome
- Dealing with controversial topics
- Moving to action

Selling the Benefits of Your Ideas, Products, Services

- Presenting benefits, not features
- Showing advantages to your listener
- Employing the "So what?" test

Fleshing Out Your Ideas

- Using examples to increase understanding & recall
- Developing ideas through the use of opposites
- Explaining an idea by cause & effect

Telling a Story: Who? What? Where? Why? When?

- Ensuring all relevant information is included
- Arranging the 5W's as your idea pegs
- Combining the 5W's with other techniques

Combining Think on Your Feet® Formats to Build Longer Presentations

- Shaping content for your listeners
- Preparing presentations quickly and effectively
- Delivering a persuasive message

WORKSHOP MATERIALS

Every participant receives a bound 140-page Workshop Manual, containing a synopsis of the Think on Your Feet® formats for easy study • plus examples, worksheets, checklists, and memory-jogging wallet cards.

www.thinkonyourfeet.com

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