

CLARITY • BREVITY • IMPACT™

# THINK ON YOUR FEET®

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## THINK ON YOUR FEET®

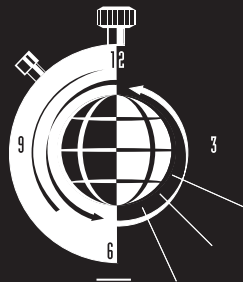
THINK ON YOUR FEET® INTRODUCES THE “CAPSULES-OF-PERSUASION” CONCEPT. THIS COMPRISES 10 UNIQUE PLANS THAT TEACH YOU TO STRUCTURE YOUR IDEAS QUICKLY, ENABLE YOU TO ANSWER TOUGH QUESTIONS ON THE SPOT, AND ALLOW YOU TO EXPLAIN COMPLEX DATA CLEARLY.

**Make an impression. Be persuasive.**

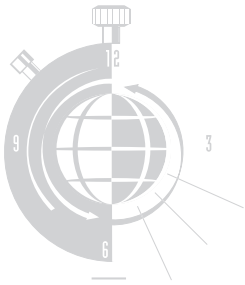
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# THINK ON YOUR FEET®



Many people struggle with finding effective ways to collect their thoughts quickly, to express their ideas clearly, and to make a lasting impression. *Think on Your Feet®* techniques make all of this possible.

*Think on Your Feet®* provides a practical, intensive and interactive workshop to help people speak spontaneously with **CLARITY, BREVITY AND IMPACT**.

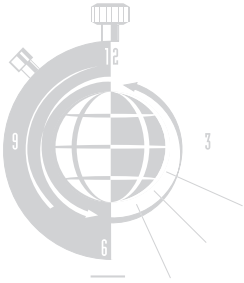
## Workshop Objectives

Small workshop groups ensure participants plenty of practice, coaching and feedback. At the end of the workshop, participants will know how to do the following:

- ① Speak with **CLARITY**
  - Structure ideas simply and persuasively (with little or no preparation time)
  - Structure ideas while speaking
  - Explain complex or technical information clearly
- ② Speak with **BREVITY**
  - Answer questions quickly and clearly
  - Avoid information overload - condense thoughts
  - Speak within time constraints - from 10 seconds to 10 minutes
- ③ Speak with **IMPACT**
  - Flesh-out ideas with memorable examples
  - Handle objections positively
  - Get to the point and make an impression

### WHO SHOULD ATTEND?

*Think on Your Feet® is designed for anyone who wants to improve their impromptu verbal communications - including technical specialists, sales and marketing professionals, managers and senior executives, lawyers, accountants, consultants and other professionals.*



Our professionally-bound *Think on Your Feet*® Workshop Manual is used throughout the workshop and provides an excellent post-course reference.

- **Concept Overview and Examples**

The workshop content is explained with copies of key slides and "real-world" examples, allowing participants to listen and learn with comfort.

- **Plenty of Worksheets**

Worksheets allow participants to assess impact, structure thoughts and prepare their ideas.

- **Convenient Job Aids**

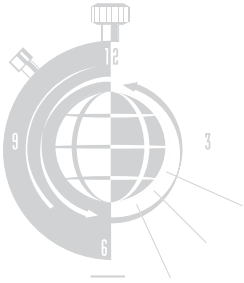
Memory-jogging tools help participants learn the techniques and quickly transfer their new skills to the workplace.

### How the Workshop Process Runs

This highly interactive workshop comprises three aspects and appeals to all learning styles.

- ① **Instructor Explains and Demonstrates Each Technique** - using practical examples. This allows participants to experience and observe the technique in action.
- ② **Participants Practice Each Technique with Feedback** - boosting transfer of learning by applying on-the-job situations. Coaching and feedback from the instructor and other participants help participants to learn the techniques and adjust for impact.
- ③ **Participant Discussion** - involving short discussions highlight technique strengths and solve problems on the spot (kept on track by the instructor). Perfect for participants to reflect on the process.

## Typical Two-Day Agenda



The workshop follows a standard format, however, it is molded to the needs and expectations of participants.

### 1 Understanding the Importance of CLARITY, BREVITY AND IMPACT®

#### Getting to the Point - Memorably

The instructor exposes participants to the power of *Think on Your Feet*® methods. Over two days, they will learn how to package their persuasion more effectively. The focus - learning why it's important to structure ideas simply and clearly. They will also see how they can use *Think on Your Feet*® techniques to speak in many situations: one-to-one, on the phone, in meetings and in informal talks or briefings.

#### Presenting Ideas Clearly

Why is structure so important when speaking? Participants learn how to use three-part plans to show analytical thought. They also hear how to help their listeners understand by placing ideas into a simple, cohesive framework. We explain how they can rely on structured reasoning to answer questions quickly.

#### Handling Questions Quickly, Clearly & Persuasively

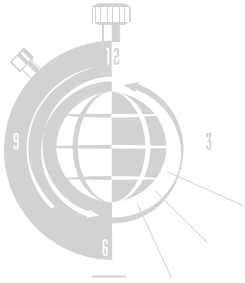
A tough challenge faced by people every day. Participants learn how to create logical speaking "pegs" to capture their thoughts. Here instructors explain how following the "Rule of Threes" can clarify the message. They also learn how to "announce" and "recap" their ideas to help people remember them.

### 2 Structuring Thoughts to Explain and Inform

#### Presenting Information in Chronological Order

What are the benefits of this? Participants learn how to explain step-by-step processes clearly and to make sense out of a mass of facts. It provides a handy fall-back tool to use whenever caught off guard.

## Typical Two-Day Agenda



### Using Places or Locations as Framework

When is it useful to speak with the help of visual impact? Participants learn how to support large or complex topics with visual pegs. They also find out how to add depth to their message.

### Dividing Information into Facets, Aspects or Perspectives

How can one find objectivity when speaking? Participants learn how they can express their ideas more diplomatically and the advantage of facing issues from different viewpoints.

## 3 How to “Question and Answer” Successfully

### Using Bridging Techniques to Your Advantage

What does one say right after hearing a surprise question? Using traditional media relations techniques, participants learn how to buy themselves some time to gather their thoughts. Bridging ensures they answer the right question and handle objections and tough questions positively.

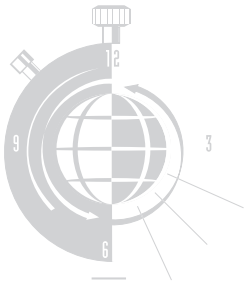
## 4 Asserting a Point of View or Changing Someone's Mind

### How to Change Another's Perspective

How does one deal with a listener with an opposing point of view? Here participants learn how to shift a listener from the details to the big picture. They also learn how to handle sensitive or confidential information and counter sweeping statements.

### Moving Two Opposing Viewpoints to a Middle Ground

How can a person negotiate an issue to create a win-win outcome? This structure helps participants deal with controversial topics while moving to action.



## **Selling the Benefits of Your Ideas, Products, Services**

What is the best way to sell something? Present the listener with clear benefits supported by features. Participants will also learn how to effectively identify advantages for each listener. They will also learn how to employ the "So what?" test to identify true benefit statements.

## **5 Making a Stronger Impact**

### **Fleshing Out Ideas - Moving from Good Speaking to Dynamic Speaking**

How do professionals with strong verbal communications skills improve the impact of their message? This section differentiates good communicators from dynamic communicators. Participants learn the secret of using examples effectively to increase impact, understanding and recall. They also learn how to develop ideas in an interesting way through the use of opposites, or through cause and effect reasoning.

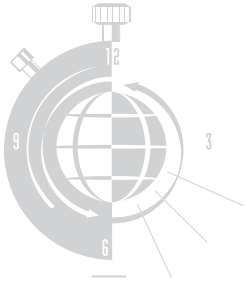
### **Telling a Story: Who? What? Where? Why? When? and How?**

Journalists and reporters effectively use this structure every day. Participants learn how to ensure all relevant information is included in what they say.

## **6 Mastering Think on Your Feet® Techniques**

Mastery of new skills comes with thorough practice. Participants now have the opportunity to finesse their skills in a culminating activity.

- **Pulling Together "Ad Hoc" Talks** - build short talks and deliver to workshop group
- **Knowing Your Audience, "Brain-Scan Grid"** - learn methods to shape content to better appeal to listeners and persuade more effectively
- **Selecting the Best Plan** - focus on strategy and the strength of different plans
- **Adding Depth with Sub-Plans** - use sub-plans to enhance talks
- **Handling a Live "Q & A" Session** - practice quick thinking and learn effective ways to handle and respond to questions



### We Tailor to Your Needs

You can enjoy the benefits of a workshop tailored to your company and industry. Through briefings with our Customer Service Managers we will customize the workshop to fit your needs. Once an instructor is selected, he or she will contact you to find out more about the participants and what you want the training to accomplish.

### On-site Advantages

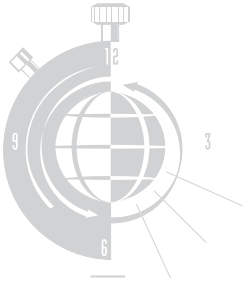
Besides the obvious benefits of reduced costs, choosing suitable dates and finding convenient venues, your staff will enjoy these highlights of on-site training.

- Create consistency and standards through team learning
- Ensuring participants transfer new skills to their jobs
- Improving teamwork by sharing problems, pressures and ideas

We have experience adapting the *Think on Your Feet*® core program to meet the needs of certain disciplines.

- Financial Services
- Human Resources and Training
- Legal, Accounting, Consulting
- Pharmaceutical and Health Care
- Sales and Marketing
- Technical and Scientific

## Train Your Own Instructors

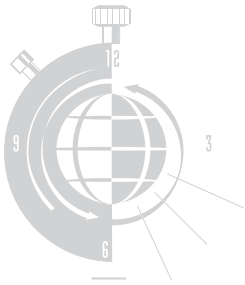


Take workshop tailoring to the highest level. Allow trainers in your company to deliver *Think on Your Feet*® themselves after completing our accreditation process.

The process involves the following steps:

- Attend a public workshop
- Study the course content and design
- Work with a Master Trainer – practicing your delivery, receiving feedback and coaching
- Deliver a “dry run”

After your instructor achieves accreditation, your company buys workshop manuals for each employee trained in *Think on Your Feet*® techniques.



## Global Partners Who Offer Think on Your Feet® in the following countries

- AUSTRALIA
- BELGIUM
- CANADA
- CHINA
- FRANCE
- GERMANY
- HONG KONG
- INDIA
- IRELAND
- JAPAN
- KINGDOM OF SAUDI ARABIA
- KOREA
- MALAYSIA
- NEW ZEALAND
- POLAND
- ROMANIA
- QATAR
- SINGAPORE
- SOUTH AFRICA
- SWITZERLAND
- TAIWAN
- THAILAND
- UNITED ARAB EMIRATES
- UNITED KINGDOM
- UNITED STATES



