

Honing and Delivering Your Message

Course outline

Provided by: Performance Management Consultants – PMC Training



Reference no. 169-27

Duration 1.00 day(s) | 6:00 hours ¹

Website link <https://pmctraining.com/training/honing-and-delivering-your-message/>

Effective Ways to Be a Better Spokesperson

This one-day course will help prepare you to develop a message and remain on topic when presenting that message to the media or public, without straying from the point, or points, you want to make. The final session will give you the opportunity to craft and hone a message of your own.

Learning outcomes

At the end of this workshop, you will be able to:

- Effectively communicate a message and deliver a point in all forms of communication
- Present ideas to a group or use social media to share a message
- Become a better spokesperson

Workshop topics

Course Overview

You will spend the first part of the day getting to know participants and discussing what will take place during the workshop. Students will also have an opportunity to identify their personal learning objectives.

What is Your Message?

In this session, you will learn how to understand what exactly your message is and how to present it. You will also learn how to pinpoint who you should target with that message.

Ways to Present Your Message

Here is where students will look at the various tools available for communicating their message to the world. It will plumb the depths beyond social media channels and then look at routes to travel when using those

¹ The course hours reflect teaching time that often correlate with continuing education credits (CEC) or professional development units (PDU). Please check with your profession's governing body, as there is no universal approach.

tools.

Delivering Your Message in a Different Way

Discuss the best routes for conveying your message.

Effective Listening

When someone does not understand what you are saying, that is not the end of the road: questions can present opportunities, and this session will show you how. Listening effectively gets looked at here as it is an important part of spreading a message.

What is Your Body Saying?

We communicate with more than just words. Gestures can speak volumes so we will look at body language in this session.

Presenting Your Message to an Audience

Throughout the workshop, students will take the skills they have developed during the day and craft a message they wish to communicate, and then share it with classmates.

Workshop Wrap-Up

At the end of the course, students will have an opportunity to ask questions and fill out an action plan.

Prerequisites

There are no prerequisites for this course.

Who should attend this course?

Anyone who wants to improve how they present ideas to a group or communicate a message and become a better spokesperson.