



COMMUNICATING WITH IMPACT: SIX STEPS TO
DESIGN AND DELIVER MESSAGES THAT INSPIRE
ACTION

with Patrick Donadio
\$395 (US) per person

VIRTUAL SESSION (3-HOUR)

COMMUNICATING WITH IMPACT: SIX STEPS TO DESIGN AND DELIVER MESSAGES THAT INSPIRE ACTION

In today's high-tech world, good old-fashioned, verbal communication is not as good as it used to be. With communication in the workplace expanded to several platforms, how do you ensure the message you send will be received, understood and acted upon?

This program shows you how to take control of your words and actions so that you can be an efficient, effective, and influential communicator that gets results. In this engaging, practical and fun presentation, you will learn the 6-Step IMPACT process based on Patrick's book, "Communicating with IMPACT®": Patrick places special emphasis on trainee involvement using group discussions, role-playing/skills practice, sharing real-life examples, and providing planning time to put these principles into action.

These principles will provide you with the tools you need to lead more effectively, communicate more clearly, influence others, present more powerfully, create deeper relationships, enhance your credibility, increase sales, achieve greater results, and positively impact the lives of others.

Communicating with IMPACT, will inspire and empower you to strive for a better version of yourselves and increase your IMPACT when communicating, leading and presenting/speaking with others.

PATRICK DONADIO

Patrick Donadio, MBA, is a professional speaker, executive coach, and author of "Communicating with IMPACT". He has taught/coached two generations of leaders and their organizations to use his IMPACT process to communicate with clarity, lead more effectively, present with power, and improve results.

For the past 30 years, Patrick has empowered audiences nationally and internationally. He has trained thousands of people, in a vast array of industries, from Fortune 100 companies to associations and governmental organizations. Patrick has appeared on the same programs with renowned speakers as: Earvin "Magic" Johnson, LA Lakers point guard; Joan Lunden, former Good Morning America host; Roger Staubach, Dallas Cowboys Quarterback; Lou Holtz, Notre Dame Legend; George Will, ABC TV news analyst and Comedian Jeff Foxworthy, just to name a few.

Patrick has served on the board of the National Speakers Association (NSA). He is one of only a few people in the world to have earned both the Certified Speaking Professional (CSP) designation from the NSA and the Master Certified Coach (MCC) designation from the International Coach Federation (ICF); the highest earned distinction from both associations.

As an executive/business coach, Patrick works with "C" Suite Executives, Entrepreneurs, and other professio...

TOPICS COVERED

INTRODUCTION

COMMUNICATION SKILLS INVENTORY
INTRODUCE I.M.P.A.C.T. PROCESS

I = INTENTION - (WHY)

TEACH YOU HOW TO CRAFT A POWERFUL INTENTION STATEMENT
EXPLORE THE OUTCOME THINKING PROCESS

M = MESSAGE - (WHAT)

WHAT COMMUNICATION METHOD SHOULD YOU USE?
NON LINEAR APPROACH TO CREATING AN OUTLINE
HOW TO CREATE AND STRUCTURE YOUR MESSAGE TO ACHIEVE YOUR INTENTION

P = PERSON - (WHO)

IDENTIFY/UTILIZE THE FOUR FUNDAMENTAL BEHAVIORAL STYLES (DISC)
HOW TO PERSONALIZE THE CONTENT TO THE RECEIVER

A = ACTIVATE - (HOW)

HOW TO MENTALLY, PHYSICALLY AND EMOTIONALLY ENGAGE THE RECEIVER
WHY IT IS DIFFICULT TO BE AN ACTIVE LISTENER?
4 TIPS FOR IMPROVING YOUR LISTENING SKILLS
DISCUSS ACTIVE LISTENING SKILLS TO HELP YOU STAY FOCUSED AND PRESENT

C= CLARIFY (WHAT)

WHAT IS SELECTIVE PERCEPTION?
FIVE TECHNIQUES TO CHECK FOR UNDERSTANDING

T = TRANSFORM (WHEN)

HOW TO TRANSFORM YOUR WORDS INTO RESULTS
HOW TO INFLUENCE YOUR RECEIVER TAKE ACTION TO ACHIEVE THE INTENTION YOU SET
EXTERNAL AND INTERNAL TRANSFORMATION TIPS

APPLICATION/IMPLEMENTATION

IMPACT WORKSHEET TO PLAN AND APPLY THE PROCESS
PRIORITIZE YOUR BEST IDEAS
CREATE YOUR "PERSONAL 90-DAY ACTION PLAN" TO PUT THESE NEWLY LEARNED SKILLS TO WORK.

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