



BECOME AN INFLUENTIAL COMMUNICATOR  
with Tatiana Kolovou  
\$395 (US) per person

VIRTUAL SESSION (3-HOUR)

## BECOME AN INFLUENTIAL COMMUNICATOR

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Effective communication is an essential skill in the business world, as it not only facilitates collaboration and teamwork but also enhances relationships with clients, stakeholders, and colleagues. This comprehensive course is designed to help you refine your communication skills to navigate various professional scenarios with ease and confidence.

The program delves into the theory of persuasion and likability, exploring key principles that make messages resonate with audiences. You'll gain insights into various strategies for audience analysis, allowing you to tailor your approach based on different demographics and contexts, thus maximizing your impact.

Throughout the program, you'll learn how to craft compelling presentations that engage and inspire action. Emphasis will be placed on focusing on your core message, ensuring it is clear and memorable. Participants will engage in practical exercises that enable them to examine both verbal and nonverbal communication techniques in depth.

This exploration will help you build your credibility and develop an effective formula for delivering persuasive messages, ultimately empowering you to make a lasting impression in any business setting.

By the end of the program, you will be equipped with the tools and strategies necessary to communicate effectively and convincingly, setting you on the path to enhanced professional success.

# TATIANA KOLOVOU

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Tatiana Kolovou is an award winning teaching professor in the department of Management and Entrepreneurship at the Kelley School of Business, Indiana University. Tatiana teaches Cross Cultural and Business Communication to MBA, undergraduate students and executives. Tatiana has reached over 10 million learners in multiple courses through her online platform. Her emphasis on communication, resilience and workplace effectiveness has a unique perspective on how to lean into the uncomfortable to become a stronger leader and a stronger professional. She produces a newsletter with over 48,000 subscribers and a live show averaging an audience of 3,000 plus attendees from 33 countries worldwide.

## TOPICS COVERED

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### AUDIENCE ANALYSIS

IDENTIFYING AND ADAPTING TO DIFFERENT AUDIENCE DEMOGRAPHICS AND CONTEXTS  
TAILORING YOUR MESSAGE TO ALIGN WITH AUDIENCE VALUES, NEEDS, AND EXPECTATIONS  
STRATEGIES FOR INCREASING ENGAGEMENT AND CONNECTION WITH DIVERSE GROUPS

### CREDIBILITY SKILLS

BUILDING TRUST AND AUTHORITY THROUGH VERBAL AND NONVERBAL COMMUNICATION  
USING TONE, PACING, AND BODY LANGUAGE TO ENHANCE CREDIBILITY  
DEVELOPING A PERSONAL FORMULA FOR CONSISTENTLY PERSUASIVE COMMUNICATION

### INFLUENCE AND CONFIDENCE WHEN SPEAKING

SPEAKING WITH CONVICTION, CLARITY, AND AUTHENTICITY  
OVERCOMING NERVOUSNESS AND PROJECTING CONFIDENCE IN HIGH-STAKES SITUATIONS  
READING AND RESPONDING TO AUDIENCE CUES EFFECTIVELY TO MAINTAIN ENGAGEMENT

### CRAFTING AND DELIVERING PERSUASIVE MESSAGES

STRUCTURING PRESENTATIONS FOR CLARITY, PERSUASION, AND IMPACT  
USING STORYTELLING AND EMOTIONAL APPEALS TO INSPIRE ACTION  
FOCUSING ON A CLEAR CORE MESSAGE THAT IS MEMORABLE AND COMPELLING

FOR REGISTRATION PLEASE CONTACT: **Robert Webster** - IMS Regional Director - Houston  
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