



**POWERFUL COMMUNICATION: CRAFT AND DELIVER  
YOUR MESSAGE WITH AUTHORITY AND  
AUTHENTICITY**

with Dr. Debbye Turner Bell  
\$395 (US) per person

**VIRTUAL SESSION (3-HOUR)**

## POWERFUL COMMUNICATION: CRAFT AND DELIVER YOUR MESSAGE WITH AUTHORITY AND AUTHENTICITY

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Effective communication can impress people, but powerful communication can move them to action and create a lasting impact. This program dives deep into the elements of powerful communication, breaking down what makes messages resonate and stick. You'll learn how to harness and refine your unique skills to become a communicator who informs, persuades, inspires, and transforms those around you.

Expect a highly interactive experience that goes beyond theory. The program includes group exercises designed to simulate real-world situations, a comprehensive skills assessment to identify your strengths and areas for growth, live demonstrations to showcase effective techniques, and plenty of hands-on opportunities to apply what you're learning. By the end, you'll walk away with the confidence and tools to communicate with purpose and power in any setting.

## DR. DEBBYE TURNER BELL

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Dr. Debbye Turner Bell is a broadcast journalist, motivational speaker, author, veterinarian and consultant. Dr. Turner Bell has been part of the IMS Family of Educators for several years. In August, 2021, Turner Bell will add author to her many roles with the publication of her first book, *Courageous Faith: A Lifelong Pursuit of Faith Over Fear*. For more than two decades, she has addressed millions of people in audiences from the corporate, academic, and community service arenas. Turner Bell enjoyed a long career in broadcast journalism. For 11 years she was a staff correspondent for CBS News. She was also the *Early Show's* resident veterinarian and garnered an interview with President and Mrs. Bush at the White House, produced a vast body of work for CBS Sunday Morning, among other assignments, and is still an expert contributor to Animal Planet. Dr. Turner Bell divides her time speaking and teaching as well as serving on local, state and national boards. She has a Doctor of Veterinary Medicine degree from the University of Missouri-Columbia and a Bachelor of Science degree in Agriculture from Arkansas State University.

# TOPICS COVERED

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## THE FOUNDATIONS OF POWERFUL COMMUNICATION

BREAKING DOWN THE KEY ELEMENTS OF IMPACTFUL COMMUNICATION  
ASSESSING AND IMPROVING YOUR CURRENT COMMUNICATION STRENGTHS

## BUILDING AUTHENTIC CONNECTIONS THROUGH COMMUNICATION

COMMUNICATING TO CONNECT, NOT JUST TO INFORM  
BECOMING MORE RELATABLE TO BUILD TRUST AND CREDIBILITY  
TURNING PERCEPTIONS INTO PERSUASION THROUGH AUTHENTIC ENGAGEMENT

## EXCELLING AT ACTIVE LISTENING

DEVELOPING AND REFINING ACTIVE LISTENING SKILLS  
UNDERSTANDING UNSPOKEN MESSAGES AND HIDDEN CUES  
ALIGNING YOUR MESSAGE WITH WHAT YOUR AUDIENCE TRULY HEARS

## CRAFTING A COMPELLING AND MEMORABLE MESSAGE

IDENTIFYING AND ADAPTING TO YOUR TARGET AUDIENCE'S NEEDS  
STRUCTURING YOUR MESSAGE WITH A CLEAR AND ENGAGING STORY ARC  
USING THE RIGHT WORDS, STORYTELLING, AND DEMONSTRATIONS TO MAXIMIZE IMPACT  
AVOIDING COMMON PITFALLS THAT WEAKEN COMMUNICATION EFFECTIVENESS

## DELIVERING YOUR MESSAGE WITH CONFIDENCE AND IMPACT

CAPTURING ATTENTION IN THE FIRST 20 SECONDS FOR MAXIMUM ENGAGEMENT  
MASTERING NONVERBAL COMMUNICATION TO REINFORCE YOUR MESSAGE  
OVERCOMING ANXIETY AND NERVOUSNESS TO SPEAK WITH CONFIDENCE

FOR REGISTRATION PLEASE CONTACT: **Rosemary Godwin** - IMS Regional Director - Dallas-Ft.-Worth  
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