

Think on Your Feet®

Clarity. Brevity. Impact.™

CORE PROGRAM

Getting to the Point & Being Remembered

- Techniques to package persuasion
- Structuring ideas simply and clearly
- Speaking in different situations: one-on-one, on the phone, in meetings, informal presentations, E-mails

Presenting Your Ideas

- Using three-part plans to display analysis
- Helping your listener understand by placing your ideas into a simple, unifying structure
- Relying on structured reasoning to answer questions quickly

Using Handy Fall-Back Techniques When You're Caught Off Guard

- Making sense out of a mass of facts
- Explaining step-by-step processes clearly

Handling Questions Quickly, Clearly and Persuasively

- Following the "Rule of Threes"
- Creating logical pegs to hang your thoughts on
- Announcing & Recapping

Using "Visual" Pegs as Your Structure

- Achieving impact
- Supporting large or complex topics
- Adding depth to your message



The ability to Think on Your Feet® is now a core skill. It involves getting your ideas across clearly, concisely, persuasively (and being remembered).

Everyone wants you to get to the point. Quickly.

Think on Your Feet® introduces the "capsules-of-persuasion" concept ... 10 plans that structure your ideas quickly, for impact. To answer questions on the spot. To explain complex ideas clearly. To be more persuasive.

Avoiding Common Communication Traps

- Keeping on track
- Avoiding information overload
- Addressing your listener's core concerns

Dividing Information into Facets, Aspects or Perspectives

- Achieving objectivity
- Expressing thoughtfulness
- Addressing issues from different viewpoints

Bridging from Question to Answer

- Buying time
- Answering the right question
- Handling objections and tough questions positively

How to Broaden or Focus Your Listener's Perspective

- Moving from detail to big picture, or vice versa
- Handling sensitive or confidential information
- Countering sweeping generalizations

Moving Two Opposing Viewpoints to a Middle Ground

- Negotiating a win-win outcome
- Dealing with controversial topics
- Moving to action

Selling the Benefits of Your Ideas, Products, Services

- Presenting benefits, not features
- Showing advantages to your listener
- Employing the "So what?" test

Fleshing Out Your Ideas

- Using examples to increase understanding & recall
- Developing ideas through the use of opposites
- Explaining an idea by cause & effect

Telling a Story: Who? What? Where? Why? When?

- Ensuring all relevant information is included
- Arranging the 5W's as your idea pegs
- Combining the 5W's with other techniques

Combining Think on Your Feet® Formats to Build Longer Presentations

- Shaping content for your listeners
- Preparing presentations quickly and effectively
- Delivering a persuasive message

WORKSHOP MATERIALS

Every participant receives a bound 140-page workshop manual, containing a synopsis of the Think on Your Feet® formats for easy study • plus examples, worksheets, checklists, and memory-jogging wallet cards.

www.thinkonyourfeet.com

Think on Your Feet® is a registered trademark of Think on Your Feet International, Inc.
© 2003 McLuhan & Davies Communications, Inc.