I want to communicate my work more powerfully, but how?

Darling, you need to join in on the PowerComms workshop!

How to write, pitch and present the stories that make your customers and colleagues listen, recall, and act

POWER comms COMMUNICATION WORKSHOP

A COMMUNICATION WORKSHOP FOR PROFESSIONALS & ACADEMICS
What do your people gain?

Storytelling is an engaging and compelling team builder, as it draws people into the science, theory and framework for it.

Working through this training, they:

• learn to tell stories about your organisation’s value and theirs, that packs a powerful, purpose-driven message tailored for customers and colleagues
• build self-confidence as a communicator
• extend the range and depth of promotional opportunities for your business’s key messages
• build a repertoire of personal memes, cultural tales, and insights to use in their stories on behalf of your organisation
• expand their catalogue of expert commentary
• deliver a compelling three minute talk and pitch.

Write Now!

Communicating well, especially in business or at work, starts with a goal and ends with an outcome. You want someone to do something as a consequence of it.

As part of PowerComms, participants complete the Write Now! Five writing rules for maximum results, and learn the vital laws that govern all successful written communication.

What if you’re not a natural writer? How do you overcome the dreaded writer’s block? Where do you find ideas when your brain is empty?

Write Now! provides participants with easy to follow steps to dramatically improve their written communication.

Introducing PowerComms

The PowerComms communication workshop is a small group program that gives participants the tools to make them compelling writers and storytellers to enrich their pitching and presentation skills.

PART ONE: PowerPacked Presentation

Participants learn the context for telling their stories: why (their purpose), for whom, (their audience) intention, (their call to action) and their value (their unique knowledge and insights).

They explore our unique method to uncover and curate the hundreds of stories housed in their value.

We introduce participants to a presentation framework that enables them to structure and craft their written and spoken presentations.

In addition, the program teaches them to:

• create great written and verbal content
• craft a compelling story
• weave story into a talk, presentation, or pitch
• develop convincing voice and delivery skills.

How when we’ve lost our capacity for sustained attention? Even the eight seconds Microsoft says is our limit is under attack.

But, research shows we are programmed to listen and learn from stories. It’s how we’ve survived. Now we can use them to thrive by communicating with more power to hold attention, engage and influence.

And science shows that people exposed to emotional, character-driven stories recall the key messages long after.

Isn’t this alone the most compelling reason to learn how to tell the right stories to the right people?

We need to grab the attention of people who have the opportunities we seek

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PART TWO: *PowerPitch*

Building on what they learned about context and storytelling in *PowerPacked Presentation* in part one, in part two, we introduce participants to the pitch architecture and process.

The architecture logically draws the listener through the pitcher’s insights and credentials, cementing their authority in the space before they go on to articulate the problem and solution.

So many who pitch are mired in the ‘how’ of what they do and not the ‘why.’

We shift participants from how to why, and in doing so unearth the logical stories they can tell to support their insights, solutions, and the impact of their work.

Including ‘why they believe in what they’re doing’ is a persuasive component of their pitch, locking in the listener’s belief in their work.

We work with participants on each component of the pitch including the opportunity for the listener to get involved and clarify their intention, the call to action.

The result is a compelling three minute pitch which they present at the end of the training to their colleagues.

**What do your people gain?**

Working through this pitch process, they:

- validate their belief in why they do what they do for whom.
- learn to extract any aspect of it in any given opportunity and start a conversation to have their listener wanting to hear more
- have at their disposal a means by which they can pitch any aspect of their work at any time and as it changes
- consolidate your organisation’s purpose and culture.
SPECIFICATIONS AND THE NITTY GRITTY

DAYS, TIME & VENUE: Two full days, two weeks apart, inhouse, 08.45 for a 9.00am start. Ends 5.00pm.

NUMBER OF PARTICIPANTS: Max ten

PRE-WORK: Once the organisation has confirmed the dates, we send the participants a series of short videos and a workbook about ten days before. This work helps maximise the benefits from the PowerPacked Stories and PowerPitch training.

THE TRAINING: The PowerComms Communication workshop is interactive and geared toward a practical application of what participants learn each day. There’s a lot of storytelling! We ensure that participants feel safe to explore their creativity and to tell personal story where appropriate.

A comprehensive workbook helps them to capture their key learnings. PowerPacked Presentation training includes:
- The science of story
- The context for telling stories
- Uncovering and gathering stories
- Why and when to present or tell them
- Crafting compelling presentations
- Presentation and performance skills
- Presenting a three minute talk

Write Now! includes:
- The five writing rules for maximum results
- Tips for accuracy, clarity and brevity
- How to formulate your writing style
- Grammar refresher
- Humour and jargon
- Rhythm in writing

PowerPitch training involves:
- Learning to pitch conversationally
- Understanding the pitch architecture
- Writing, refining, and completing a pitch
- Presenting a three minute pitch

REFRESHMENTS: We allow fifteen minutes morning and afternoon breaks and a forty five minute lunch break.

AUDIENCE: Where possible, we encourage colleagues and friends to attend the three minute presentation and pitch at the end of each day. Having an audience increases the intensity of the learning.

THE COMMUNITY: Graduates are invited into a private Facebook group to share their storytelling and pitching prowess. We run StoryShake events encouraging people to go on honing the craft of storytelling.

BOOKING: Call Sandy or Roger on the numbers below. We would be delighted to meet with you to give you more details on this powerful communications training.

Sandy McDonald

e. sandy@sandymcdonald.com
e. roger@sandymcdonald.com
w. sandymcdonald.com
Sandy 0408 935 905 Roger 0438 935 905
What others say about this training

My eyes have been opened to the under-recognised power of story to influence and excite. It has changed the way I communicate through all means, whether this be in patient interactions, teaching, presentations, social media or grant applications. Story power is a tool that can deeply enrich understanding and empower change; quite possibly my secret key to success!

Dr Ada Cheung, The University of Melbourne

Roger you make me feel like I’ve gone from prep to Year 12 in a day. [with Write Now!]

Misha Zaniewski, Marketing and Communications Manager Flinders University

It was a fantastically hands on workshop. I was blown away with how much progress can be made in such a short space of time with the right insights and coaching expertise, and Sandy has this in spades … she has a rare ability to inspire people.

Jacqueline King, iMove Australia

Sandy and Roger delivered an excellent day’s training. The content was varied, fun, always challenging and pitched perfectly for the audience. As the day evolved our students grew in confidence and skill. Sandy and Roger’s professional backgrounds lent a real weight to the content and their nurturing approach brought out the best in group. We ended the day with a series of pitches that were both consummately professional and utterly engaging.

Jane Sewel, HEARing CRC

Sandy provides a wealth of information and transmits it in such a caring, articulate way. Her methods are easily understood and able to be adopted easily into your story telling tales.

Jo Kingwill, Marcomms Manager, Lardner Park

Sandy creates a wonderful environment that lets the stories flow out of you, even ones that you didn’t know were there. She shows you how to harness these stories and apply them to a purpose. A really great day that makes you more aware of your own capabilities.

Kimberley Henman, Victorian Farmers’ Federation

Sandy captured the hearts and minds of 1,500 people, shared a deeply profound message, and ended with a standing ovation any speaker would be proud of.

Jon Yeo, TEDx Melbourne convenor

The facilitators

Sandy McDonald is an author, TEDx speaker, storytelling trainer, and clarity communication coach. She works with individuals, business owners, executives, professionals, and academics to bring clarity and introduce story into their complex communication world, on and offline.

She is the director of sandymcdonald.com and founder of the charity, CreateCare Global.

After 22 years running a successful marketing communication company, she used purposeful storytelling to start a global community that comforts and raises awareness of millions of African orphans.

She believes that stories told from clarity of purpose, principles, ignite the energy to propagate goodness. Her book, Get It Right Online, details how.

Roger McDonald’s career began as journalist and editor. Since then, he has run marketing communication businesses for nearly 30 years.

He specialises in online and offline content origination and has written and edited many books, e-books, and articles across a wide spectrum of subjects.

He brings to this training his considerable skill as a writer, editor, and a poet and his unique training program Write Now!.

He also uses his knowledge of rythmn and cadence to enhance participants’ understanding of how to make their stories more compelling.

Sandy McDonald

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