

## **Say What?! How to Position Information, Influence Decisions and Make Your Message Count**

To coach, teach, influence or communicate effectively, you must persuade others to listen and comprehend something new or different. To influence change, one needs to be able to engage the body and mind, reach people with different styles and capitalize on the audience's experience so they can discover the full impact of your message.

During this 2-hour online course, you will create a roadmap to ensure you incorporate the 4 principles of learning to maintain and increase audience engagement during your delivery. After the course, you will have the tools to make any piece of communication more effective and enduring.

### **Learn How To**

---

**Translate the 4 principles of learning into engagement techniques**

**Recognize how learning styles affect message appeal**

**Review how an engagement roadmap can optimize message meaning**

**Use an audience engagement roadmap to create a communication strategy**

### **Who Should Attend**

---

Anyone who would like to improve his or her efficacy as a communicator. This can include: facilitators, managers, change leaders, team leaders, team members, occasional speakers, project managers, sales people, trainers and human resource personnel.

### **Life Cycle Institute**

---

Think it's impossible to have an interactive, effective online course that produces results? Think again. It is possible to meet your training needs in a Life Cycle Institute online course. Be prepared for an active online environment. Our live, web-based courses are highly interactive and combine the elements of social, facilitated and self-directed learning to maximize online training effectiveness. Our courses are designed to teach by doing, and include tools and practical guides to help you implement learning on the job.

- Facilitators who are practitioners and experts in learning transfer
- Participant-centered learning design and online engagement tools – minimal lecture and maximum practice
- Facilitated, social and self-directed learning activities
- Flexible classes so any technical skill level can achieve maximum engagement and knowledge retention

## Scheduling & Pricing

---

Contact us to schedule a private class for your organization.

**Location:** Life Cycle Institute, 4360 Corporate Road, Charleston, SC 29405-7445

**Registration:** 800-556-9589 • education@LCE.com • www.LCE.com

## Customized Online and Blended Learning Solutions

---

Your training needs are unique. Unique needs may require customized, online training. We can perform an online or in person needs analysis to help you determine training needs, then customize a solution that blends online, classroom and individual training. For more information please contact Dan Anderson at 800-556-9589 or education@LCE.com.

## Course Facilitators

---



**Bill Wilder, Director of the Life Cycle Institute**

Bill holds a Masters of Education degree from East Tennessee State University and a Bachelors of Science in Human Resources. Prior to working with LCE, Bill worked as the Director of Sales and Marketing at Greenville Technical College where he created the Asset Performance Institute in collaboration with Fluor. Bill's experience also includes managing sales teams in four states while working with AT&T. He produced over \$100 million while receiving the company's highest sales

award four years in a row. He also created the national Sales Manager Certification program, developed a sales candidate assessment process and developed the Excellence in Sales training course.



**Tara Denton, Product Manager for the Life Cycle Institute**

Tara has designed and delivered formal and informal learning events and material since 2001. Her passion for adult learning principles results in a specialization: building learning products that meet business objectives and practicing facilitation techniques that ensure knowledge transfer. Prior to joining Life Cycle, Tara worked as Business Manager for a start-up biopharmaceutical company where she

managed administrative operations and talent. For a pre-IPO software company, Tara conducted recruiting and training initiatives for employees, many of whom were international. Tara's learning products have been named a finalist in training product competitions; her flexibility allows her to work on a range of mediums, from consulting a Fortune 500 company on an internal certification program to delivering online seminars and courses.