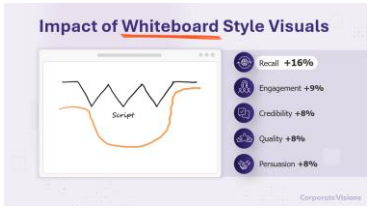
Deliver Compelling Communications

Detailed Learning Outcomes

Corporate Visions | Skills Training

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Introduction: Deliver Compelling Communications		Design every interaction to command attention, build memory, and drive decisions in your favor.	• Transform how you communicate • Memories drive decisions • Attention paves the way to memory • Make your messages memorable to drive buying decisions in your favor.	15 minutes
Define Your Core Message		Clarify your core message and make it memorable to drive buying decisions in your favor.	• Define your 10% message – the single most important thing in the eyes of the customer. • Refine and expand your 10% message by making it focused, actionable, rewarding and repeatable, and adding 2-3 supporting points. • Deliver your message in the right way by introducing it early, using it as a structure, repeating it, and visualizing it if you can.	20 minutes

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Capture Attention		Use proven techniques to grab your audience's attention and make your message memorable.	• Attention paves the way to memory, but attention is difficult to get and hard to maintain • You need to break the pattern of your interaction to help spike attention • Use grabbers to do this.	30 minutes
Tell A Visual Story		Make your message memorable by drawing simple visuals.	• Humans process and remember pictures better than words. • Corporate Visions carried out research to test whether the type of visual makes a difference • Hand-drawn, whiteboard visuals have the most impact on recall and persuasive impact • Getting your audience to draw along improves memorability even more.	20 minutes

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Control Focus		Control the focus of your audience's attention to build precise memories that drive decisions.	• Manage quantity: reduce the amount of information on each slide and use animations to present it in digestible chunks. • Draw attention to specific elements using color and size • Try annotation as another option for focusing attention as you tell your story • Prime attention before important information by breaking the pattern of your presentation.	30 minutes
Create Insight-Based Dialogue		Spark conversations that get buyers questioning their current approach.	• Share a data-backed insight • Initiate dialogue with a compelling question • Use generative AI to uncover more DIQs	45 minutes

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Master Virtual Meetings		Design every virtual interaction to capture attention and drive action.	• Raise your virtual presence • Make participation a memory device	50 minutes

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