

CORPORATE COMMUNICATIONS CLINIC

Frequently Asked Questions

How does the Clinic work?

Participants complete a needs and expectations assessment. Clinic curriculum is tailored as needed, and Clinic dates are set.

Each Clinic module includes a presentation of the working concepts in the day's program, practicum, and integration of the day's learning to participants' actual speaking or written communication assignments.

Participants are asked to be fully engaged in all sessions, and forthright about their needs and expectations, to ensure satisfying outcomes.

Why would busy professionals invest resources—and risk personal pride—to learn how to be better communicators?

We all have suffered, as audience, through lackluster presentations. That's no longer good enough when good speaking skills are learnable, and mastery—with perfect practice—is achievable!

What sets this communication skills program apart?

The CORPORATE COMMUNICATIONS CLINIC is built upon the dynamics of real human communication and response. It is customer-centered, toward both clinic participants and their audiences. The CORPORATE COMMUNICATIONS CLINIC is customized to meet diverse needs in an energizing way.

Clinic facilitator Mary Sharon Moore has built her speaking profession on just such painstaking customization. Clinic modules reflect her method of analyzing audience needs, defining the assignment, doing the research, and giving the audience the means to take action.

About the Presenter

Mary Sharon Moore is a Northwest speaker and writer who has engaged audiences and shared the secrets of dynamic, action-oriented speaking since 1990. She holds a bachelor's degree in English and a master's degree in theological studies, and is an active speaker, writer, and learning leader.

Her mastery of story-based style, her understanding of the power of words to move people to desired action, and her keen sense of people's fears and capabilities have enabled professionals to break open their communication skills to make audiences come alive.

**To schedule your CORPORATE COMMUNICATIONS CLINIC,
contact Mary Sharon Moore toll-free at
1.888.687.2046 | In Eugene-Springfield: 541.687.2046
info@awakeningvocations.com | www.awakeningvocations.com**

If your organization means business,

Those messages just got clearer & easier to deliver

then you & your people

with MARY SHARON MOORE'S

have important

CORPORATE COMMUNICATIONS

things to

CLINIC

say.

CORPORATE COMMUNICATIONS CLINIC

with

MARY SHARON MOORE, M.T.S.

Creator of The L.A.S.T. Workshop

Cultivate your team of professionals to . . .

- Think and communicate clearly and effectively on their feet;
- Share a compelling vision and strategic plan to stakeholders;
- Defuse fear and panic in extraordinary situations;
- Deliver “bad news” in ways that mobilize rather than paralyze;
- Dispel rumors and maintain credibility and confidence;
- “Set the record straight” in nonthreatening ways;
- Publicly acknowledge individual and team successes;
- Announce important news that captures audience attention;
- Deliver audience-rousing speaker introductions.

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Purpose

To build practical skills and confidence to deliver important spoken and written information compellingly and humanely to target audiences.

Governing Concept

Mastery of the flow of sustainable creative energy—within the communicator, from communicator to audience, and within the audience—is essential to communication that moves people to desired action. The energies of gathering, igniting, sustaining, and directing the audience are explored.

Participants Who Benefit Most

- Human resource personnel, senior managers, and emerging team leaders who need to convey important information clearly and compellingly;
- Executive teams who set vision, shape policy, build strategic partnerships, and communicate momentum and direction to the people they lead;
- Those who have to think on their feet, motivate or mobilize others, work with the media, or “put out corporate fires.”

Duration

Five sessions, customized in time and content to satisfy your group’s communication clinic needs.

Ideal Location

Learning environment of participants’ choice—preferably where you do most of your presentations, or a comparable setting.

Materials & Equipment

- “Harnessing the Power of Communication” workbook (available only with the program).
- Equipment (provided by client or rented at additional charge) which may include microphones, video, and digital projector.

Program Fee

\$500 per half-day session. Travel, per diem, and program expenses are additional.

Each module is designed for a three-hour session, and includes teaching and practicum. Please bring a current or past corporate communications assignment or challenge, or one that you know is coming soon.

Module 1

- Understanding the power of words;
- Understanding the four energies of effective group communication;
- Discovering audience needs;
- Understanding your assignment.

Module 2

- Organizing assignment research;
- Developing your core message.

Module 3

- Developing your stories;
- Shaping your style and tone.

Module 4

- Working your content and presentation materials.
- Writing an attention-gathering introduction.

Module 5

- Building good rehearsal habits;
- Learning through audience and video feedback.

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