

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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CORPORATE COMMUNICATIONS CLINIC

CONTENTS

Session 1

- Understanding the power of words
- Understanding the four energies of effective group communication
- **SPEAKING SKILLS PROFILE**
- Discovering audience needs
- Understanding your assignment
- Organizing assignment research
- Developing your core message

Session 2

- **PROGRAM CUSTOMIZATION SURVEY**
- **SPEAKER'S TOOLBOX**

Session 3

- **WRITING SKILLS PROFILE**
- Using written words effectively
- Understanding your assignment
- Organizing assignment research
- Developing your core message
- Types of written communications
- **PRACTICUM: WRITING ASSIGNMENT**

Session 4

- Developing your stories
- Shaping your style and voice
- **PRACTICUM: FINDING YOUR TONE IN SPEAKING OR WRITING**
- Working your content and presentation materials
- Writing an attention-gathering introduction
- Tips for an audience-focused speaker introduction
- **AUDIENCE-FOCUSED SPEAKER INTRODUCTION: PRACTICE SHEET**

Session 5

- Building good rehearsal habits
- Learning through video and audio feedback

Ten Essential Questions

Your organization cannot afford to miss . . .

The L.A.S.T. Workshop

LEADERSHIP

ACCOUNTABILITY

SYNERGY

TEAMBUILDING

1. What is it like when everyone is really “on the same page” in our organization?
2. What are the biggest stressors our employees deal with regularly?
3. What do our employees most want from their work?
4. How do we effectively motivate our people to do and be their best?
5. What is it about our corporate culture that makes people want to work for us?
6. What is it about our corporate culture that drives good people away?
7. What would we be willing to do to maximize performance?
8. Who in our organization gets leadership training?
9. How do we create and sustain trust, loyalty, and performance buy-in?
10. What price do employees—and managers—pay to work here?

*The answers look different after
The L.A.S.T. Workshop!*

Workshop Contents

PART 1. *A few definitions* (Leadership; Accountability; Synergy; Teambuilding).

PART 2. *A few words about a few words* (attitudes and behaviors; hopes and expectations).

PART 3. *Techniques for building workplace morale* (relationship-based techniques and tips, plus practicum).

PART 4. *Team-focused employee performance measures* (performance review myths, realities, and performance cluster measures, plus employee workbooks configured to your needs).

THE L.A.S.T. WORKSHOP

with Mary Sharon Moore, M.T.S.

4150 Oak Street | Eugene OR 97405 | 541.687.2046 | **Toll-free:** 1.888.687.2046

marysharon@awakeningvocations.com

Things look different after the L.A.S.T. Workshop!

The

- ... helps managers set clear standards of accountability
- ... provides high-value performance measures
- ... gives employees a performance review-based portfolio of accomplishments

L.A.S.T.

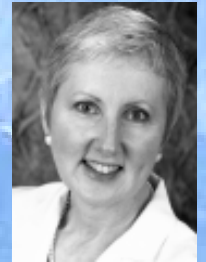
- ... addresses personality and “attitude” issues
- ... builds employee confidence
- ... spells out expectations

- ... gives everyone a way to understand and animate your organization’s culture and mission.

Workshop

MARY SHARON MOORE, M.T.S., has been awakening management and employee teams to the power of leadership, accountability, synergy, and teamwork since 1995, enabling organizations to get on with the good work they have in mind.

Mary Sharon blends a keen understanding of the dynamics of corporate culture and meaning-making with an ability to quickly diagnose areas of blockage in work teams, communications, and management relations.



Her theological background, keen sense of communication, and hands-on experience offer her a solid platform to listen openly, to communicate honestly, and to call forth what is most worthy in workplace and customer relationships and in the organization’s mission and ethical footprint in the world.

No stranger to the importance of “the bottom line,” Mary Sharon harnesses the power of the often overlooked “human” side of workplace environments to allow you to not just “do well” but to win trust and loyalty both inside and out.

Past clients include . . .

Gifford-Pinchot National Forest | Oregon Construction Contractors Board | Northwest Regional U.S. Postmasters Umatilla-Morrow ESD | Professional and trade associations in credit management and banking | High-growth technology and professional firms | One-to-one management team coaching