



Delivery Format
Virtual

Duration & Structure
1 hour

Up to
500 participants



WEB2601

Business Messaging Frameworks: Influence Through Clarity

Too often, professionals deliver messages that wander, confuse, or fail to move an audience to action. This workshop helps participants build better business messages by focusing on the needs of their audience and the outcomes they want to achieve. Using practical frameworks like the *Know-Feel-Do Model*, *Audience Analysis Questions*, and the *Influence Message Model*, learners will practice creating clear, structured communication that informs, engages, and drives decisions. By the end of the program, participants will be able to define the audience's starting point, clarify the message destination, and build a strong bridge between the two with confidence and credibility.

WEB2602

How to Present Data Clearly: Translate, Simplify, and Inspire Action

Data doesn't speak for itself — it needs a storyteller. Too often, professionals overwhelm audiences with numbers instead of showing what the data means and why it matters. This webinar teaches participants how to translate data into clear, relatable, and engaging messages. Using tools like **Translation, Metaphors, Zooming, and Scale Models**, learners discover how to make numbers simple, memorable, and actionable. Participants also learn how to select from proven message structures such as *Good-Bad-New*, *What-So What-Now What*, *SAR*, and *What-Why-How* to align data stories with audience needs. By the end of the session, learners will be equipped to present data in a way that reduces confusion, builds understanding, and drives better decisions.



WEB2603

Effective Communication Skills: How to be Clear, Concise, and Credible

Executives and business leaders don't have time for wandering presentations. They want clarity, brevity, and impact. This webinar equips professionals with the skills to simplify complex ideas and get to the point quickly. Using practical models like the *Executive Quick Model* and the *Executive Pitch Model*, participants will learn how to organize messages that highlight the need, outline the plan, and make a clear ask. By the end of the session, participants will be ready to deliver concise, executive-ready presentations that influence decisions.



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WEB2604

Four Tools to Communicate in Challenging Situations

Difficult situations at work often stem from differences in communication styles. When pressure builds, these differences can lead to misunderstandings, frustration, and conflict. This webinar equips professionals with the tools to recognize and adapt to different communication preferences, especially under stress. Participants will explore the four primary communication styles (Direct, Spirited, Considerate, and Systematic), learn how they show up on “bad days,” and learn strategies to flex their style for stronger connection. Using the 4-Step Process — Pause, Consider, Engage, Speak — participants will see how responding thoughtfully, with empathy and clarity, can navigate difficult conversations more effectively.

WEB2605

Building Trust Through Quality Conversations

Trust is the foundation of strong business relationships, but it doesn't happen by accident. This webinar gives professionals the tools to move beyond surface-level interactions and create meaningful dialogue that builds trust. Participants learn how to create a safe and engaging environment, use open-ended questions, and move through the three levels of conversation—from small talk to values and beliefs. They will also learn the 3-Step Conversation Tool to affirm and deepen understanding. By the end of the session, participants will be able to build credibility and influence through everyday conversations that foster trust.



WEB2606

Learn the Building Blocks of Power and Influence

Influence isn't about overwhelming others with data — it's about helping them see the need for change and inspiring them to act. This webinar equips participants with practical tools for applying power and influence in everyday business communication. Learners will explore power sources, influence tools, and storytelling frameworks that move audiences from attention to action. Using models like the *Hero-Want-Obstacle*, the *Change Map*, and the *Five Elements of Narrative*. By the end of the session, learners will have a toolkit to build credibility, reduce resistance, and influence decisions with confidence.



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WEB2607

Developing Your Brand with Authentic Leadership Presence

Your leadership presence is your reputation in motion — it's how others experience your confidence, credibility, and authenticity. This session helps professionals strengthen how they show up as leaders by aligning what they say, how they say it, and what others see. Using iSpeak's "Three Channels of Communication" model, participants explore how verbal, vocal, and visual messages work together to create (or erode) trust. Through engaging discussion, reflection, and practice, learners identify their natural communication style, uncover unintentional distractions, and develop a leadership brand that feels genuine and powerful. The goal: lead with authenticity, connect with others, and communicate in a way that inspires trust and respect.

WEB2608

Leading Change with 4 Different Influence Approaches

Leading change requires more than a good plan—it demands communication that connects, motivates, and inspires action. This webinar equips professionals with practical storytelling and influence tools to lead others through change. Participants learn how to communicate across the three phases of change—Need, Way, and Ask—while using the Change Map to determine the right message for different risk and difficulty levels. Using four influence approaches (Remind, Support, Encourage, Inspire) and story frameworks like the *Wakeup Call*, *Lesson Learned*, *David & Goliath*, and *Problem–Solution*, learners enhance skills in crafting narratives that build trust, reduce resistance, and drive alignment. By the end of the session, participants will know how to adapt their message to fit any change situation with clarity and confidence.



WEB2609

Presenting in the Hot Seat: Thinking on Your Feet

Even the most experienced professionals can struggle when put on the spot. This webinar instructs participants on how to stay calm, confident, and clear when faced with difficult questions or unexpected challenges. Using proven tools like the **3-Step Response Model** and the **ETR Method (Empathy–Transition–Respond)**, learners will discover how to prepare for questions, organize their thoughts quickly, and answer in a way that builds trust. They'll also explore how to handle emotionally charged questions while maintaining professionalism and composure. By the end, participants will have a repeatable process for responding effectively in any high-pressure communication setting.