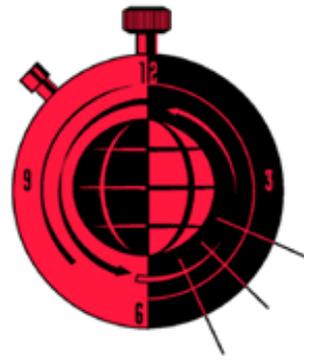


Think on Your Feet®



Clarity. Brevity. Impact.™
Even under pressure.

EXECUTIVE SUMMARY

Getting your ideas across clearly, concisely, persuasively (and being remembered) is even more vital today. Everyone wants you to get to the point. Quickly.

Think on Your Feet® introduces the “capsules-of-persuasion” concept ... 10 plans that structure your ideas quickly, for impact. Clear speaking is clear thinking. Apply the TOYF® toolkit to answer questions on the spot. To explain complex ideas clearly. To be more persuasive.

Get to the point. Be remembered. Clarity. Brevity. Impact.™ Think on Your Feet®.

WORKSHOP LOGISTICS

DURATION

Comprehensive 2 day
Compact 1 day
or Keynote session

MATERIALS

Every participant receives a bound 140-page Workshop Manual, containing a synopsis of the Think on Your Feet® formats for easy study • plus examples, worksheets, checklists, and memory-jogging wallet cards.

FORMAT

Workshops of 8-25 participants
Coaching one-to-one
Corporate events

WHO IS IT FOR?

Think on Your Feet® is designed for anyone concerned about communications, including senior executives, managers, sales and marketing professionals, technical specialists, financial analysts, public affairs experts, and training professionals.

Whether you are addressing one person or fifty, Think on Your Feet® provides the techniques to focus in on issues, organise ideas and speed up preparation and response time.

WHAT WILL I BE ABLE TO DO AFTER PARTICIPATING?

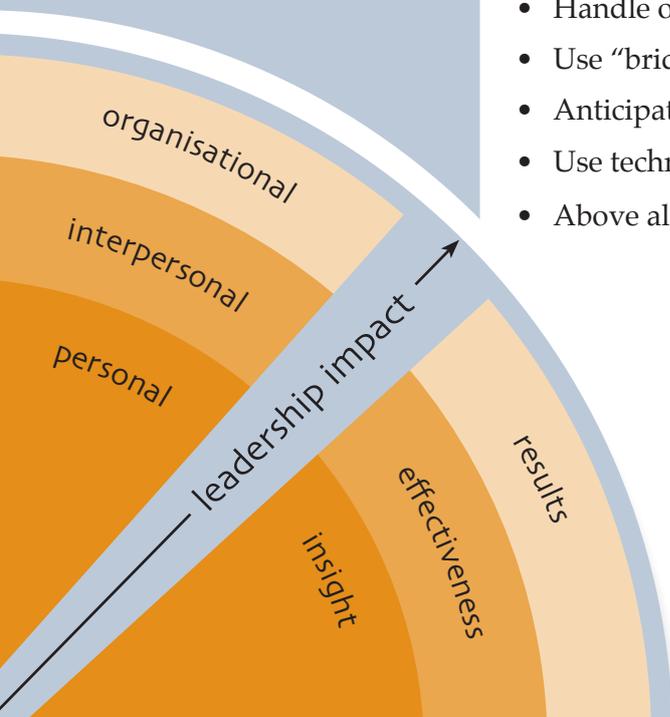
You will be better able to:

- Structure ideas in clear and compelling ways
- Answer questions quickly and coherently, especially when under fire
- Flesh-out ideas with memorable examples
- Avoid common communication traps
- Handle objections and deal with hostile situations positively
- Use “bridging” strategies to clarify questions, defuse issues and buy time
- Anticipate questions and prepare answers
- Use techniques to identify listeners’ hopes, fears and background knowledge
- Above all, **get to the point, be compelling and be remembered**

At businessfruit we are passionate about helping you deliver results. We provide powerful, practical and globally-proven workshops on a local, regional or worldwide basis - workshops that help you drive lasting improvements in personal, team and organisational performance.

To find out more about this workshop and our other programmes:

1. email businessfruit at: info@businessfruit.com
2. phone Hywel Thomas at businessfruit on: +32.476.611.317
3. visit our web site at www.businessfruit.com, and ‘contact us’

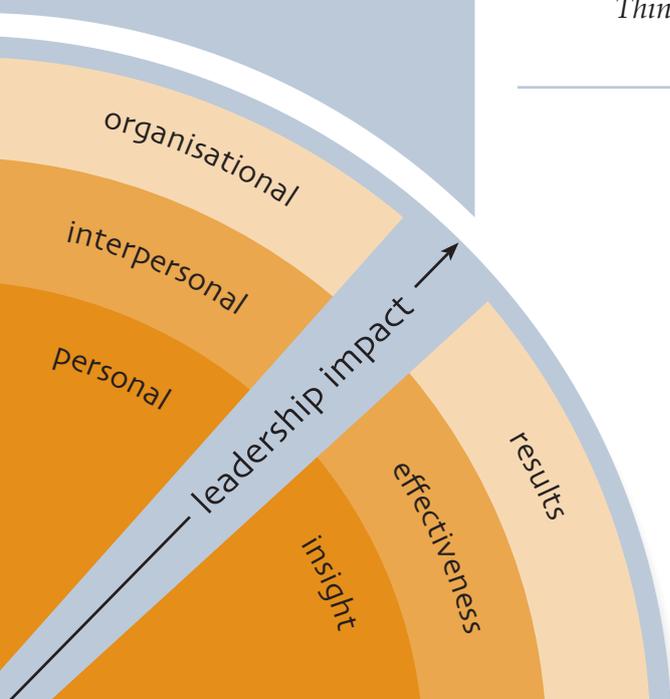


Think on Your Feet®

CORE PROGRAMME

- **Getting to the Point and Being Remembered**
 - Techniques to package persuasion – 10 plans
 - Structuring ideas simply and clearly
 - Speaking in different situations and on-the-spot: one-to-one, in meetings, on the phone, informal conversations
- **Presenting your ideas**
 - Helping your listener understand through clarity of structure
 - Relying on structured reasoning to answer questions on-the-spot
- **Handling questions quickly, clearly and persuasively**
 - Applying the “Rule of Threes”
 - Creating logical pegs to hang your thoughts on
 - Announcing and recapping
- **Bridging from questions and answering on-the-spot**
 - Answering the right question
 - Handling objections and tough questions positively
- **How to broaden or focus your listener’s perspective**
 - Moving from detail to big picture, or vice versa
 - Handling sensitive or confidential information
 - Countering sweeping generalisations
- **Moving two opposing viewpoints to a middle ground**
 - Dealing with controversial topics
 - Negotiating a win-win outcome
- **Selling the benefits of your ideas and services**
 - Showing advantages to your listener
 - Employing the “So what?” test
- **Fleshing out your ideas**
 - Using examples to increase understanding and recall
 - Developing ideas through the use of opposites
 - Explaining an idea by cause and effect

Think on Your Feet® is available in English, French, German, Polish, Chinese, Japanese, Russian, Thai



businessfruit
TRANSFORMING PERFORMANCE™



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