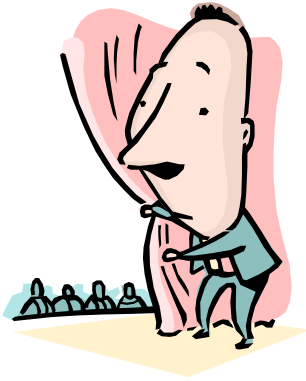


Seven Ways to Captivate and Motivate Your Listeners



Seven tools to captivate, motivate, and energize your listeners

Listening is hard work

It's a fact: Listening is hard work today. People have short attention spans, and they are often overwhelmed and preoccupied. As a result, speakers need new tools to capture attention and engage listeners in their message. Knowing what is important to your audience helps you relate to your listeners and develop a quality relationship with them.

Who should attend

This program is designed for all individuals who engage in face-to-face conversation—speeches, presentations, meetings—who want to speak with purpose and passion and engage their listeners for best results.

What you will learn

"What's in it for me to listen to you?" This is a common question that listeners want answered. In this program you will gain tools to develop a listener-focused presentation that will captivate and motivate your listeners to stay tuned to your message. You will learn how to:

- 1 deliver a creative opening that grabs attention
- 2 answer "what's in it for me?"
- 3 speak with passion
- 4 use stories and humor
- 5 energize and involve your audience
- 6 speak in your listener's language
- 7 engage listeners with useful visuals

Program format

Seven Ways to Captivate and Motivate Your Listeners is a two-hour program where participants learn valuable tools and skills during lunch. The program includes a Listeners' Checklist, lively discussion and exercises, and an action plan to put new skills to work.

To register, contact:

Name
Title
Phone
E-mail

Creative Communications & Training, Inc.

Debra Hamilton, President
1614-0 Union Valley Road #140, West Milford, NJ 07480
Phone (973) 697-3455 ♦ Fax (973) 697-3849
E-mail: Debra@businesslunchandlearn.com

