



MCLUHAN & DAVIES

CLARITY | BREVITY | IMPACT®



BUSINESS COMMUNICATIONS TRAINING

Transforming how you
Think, Write, Speak – and **Lead**

WORKSHOPS | TRAIN-THE-TRAINER | LEARNING RETREATS

NEW PUBLIC WORKSHOP DATES: www.mdctraining.com

ARE YOU READY FOR TRANSFORMATION?

If there's one word that describes what we do, it's transformation. We transform our customers' businesses, by transforming their people. We provide the communication skills employees need to achieve their highest potential.

We also transform what learning is, and what it can be. Business today moves fast, and employee learning must keep up. Your team requires ready access to the skills training they need to excel, supported by the latest technology.

At McLuhan & Davies, we deliver on these demanding challenges, because we are in a constant state of transformation ourselves. We're never satisfied with what used to work, or what's good enough. We're always pushing to provide the best learning journey available anywhere.

Our services are symbolized by our logo: the wolf. The ultimate communicator, who's clear, concise – and connected.

WHAT WE DO

For over 35 years, we and our global partners have helped thousands of clients across North America, Europe, and Pacific-Asia by transforming how they Think, Write, Speak – and Lead.

HOW WE DO IT



Workshops

Attend a public workshop or bring our workshops in-house for your team



Train-the-trainer

Certify your trainers to deliver our world-class content within your organization



Learning Retreats

Whether you have 2 days or 2 hours, we'll create big impact at your event

EARN PROFESSIONAL DEVELOPMENT UNITS!

Our workshops are applicable for PDUs across most associations. Contact us today to learn more.

FEATURED WORKSHOPS: Award-winning. Life-changing.

Our training will save you time and money, help you influence others and be remembered.

Think on Your Feet®

How to analyze, organize and present your ideas.... FAST!

The Skilled Presenter™

How to present with confidence and clarity

Writing Dynamics™

How to write clearly, concisely, persuasively and fast!

Dr. Edward de Bono's Six Thinking Hats®

How to make better decisions, hold more effective meetings and generate new ideas

LINKS™

How to recognize and adapt to varying communication styles and engage with any audience

For a full list of
McLuhan & Davies workshops see
www.mdctraining.com/workshops



www.mdctraining.com



THINK ON YOUR FEET®

The only workshop that trains you to analyze, organize and present your ideas.... FAST!

PROGRAM AND LEARNING OUTCOMES

Understanding the importance of Clarity, Brevity and Impact®

- Structuring ideas
- Getting to the point
- Being remembered

Presenting Your Ideas

- Going beyond the power of threes to show clarity of thought
- Helping your listener understand by placing your ideas into a simple, unifying structure

When You're Caught Off Guard

- Making sense out of a mass of facts
- Explaining processes clearly

Relying on Structured Reasoning to Answer Questions Quickly

- Creating logical speaking "pegs" to hang your thoughts on
- Announcing & recapping

Using "Visual" Pegs as Your Structure

- Achieving impact
- Supporting large or complex topics
- Adding depth to your message

Avoiding Common Communication Traps

- Keeping on track
- Avoiding information overload
- Addressing your listener's core concerns

Dividing information into Facets, Aspects or Perspectives

- Achieving objectivity
- Expressing thoughtfulness
- Addressing issues from different viewpoints

Handling Questions Quickly, Clearly and Persuasively

- Buying time
- 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 generalizations

Moving Two Opposing Viewpoints to a Middle Ground

- Negotiating a win-win outcome
- Dealing with controversial topics
- Moving to action

Selling the Benefits of Your Ideas, Products, Services

- Presenting benefits, not features
- Showing advantages to your listener
- Employing the "So what?" test

Illustrating Your Ideas

- Using examples to increase understanding & recall
- Developing ideas through the use of opposites
- Explaining an idea by cause & effect
- Story telling

"Think on Your Feet® was an amazing development experience! I learned tools that I can apply in formal and informal conversations and it helped me structure my thoughts to be a more effective and impactful communicator."

Ericka Korus Bulbovas
*Strategic Finance Consultant,
Kimberly-Clark*

EXTRA RESOURCES

- 1 hour online preparation course (Optional add-on)
- Comprehensive participant manual
- Digital and print memory-jogging cards
- Online refresher post-workshop modules
- Post-workshop self-assessment and action plan

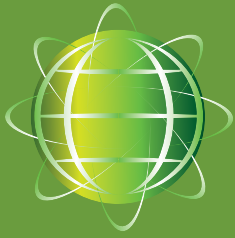


"Clear speaking is clear thinking."

- Dr. Keith Spicer
program creator



Scan to watch our video and learn what makes **Think on Your Feet®** unique



THE SKILLED PRESENTER™

Become a more dynamic, engaging and persuasive presenter in any situation!

PROGRAM AND LEARNING OUTCOMES

Tailoring Your Message to Your Audience

- Crafting your presentation to provide your listeners with a clear, memorable message
- Addressing your listeners' core concerns
- Engaging your listener with visual, helpful and personal examples

Ways to Involve Your Audience

- Using your listeners as a focus group
- Moving discussions along, while maintaining control

Using Language Your Listeners Will Understand

- How to achieve clarity with your words
- Explaining technical terms clearly and simply

Addressing Nerves and Techniques to Overcome Them

- Discover a simple template to cure stress
- Tips from theatre performers and professional athletes
- Assessing the results of The Skilled Presenter™ Confidence Test

Crafting Your Content

- Fleshing out presentations with examples and stories
- Making facts and figures memorable
- Keeping quotes succinct and pertinent

How to Practice

- Learn the keys to pacing
- Memory devices anybody can use

Voice Projection

- Focusing on your speed, volume and modulation
- Improving your voice for impact

Eye Contact: Most Powerful Persuader

- Keeping eye contact comfortably
- Using eye contact techniques from theatre and television

Gestures, Stance and Movement

- Using gestures naturally
- Stopping yourself from being distracting

Fielding Questions

- Techniques to clarify questions and buy time
- Dealing with interruptions
- Dealing with hostile questions

“The Skilled Presenter VR™ was an immersive experience. It definitely felt real. It accentuated some of the challenges you have when you’re learning to be a presenter. It had you thinking about the core skills taught earlier in the session, and you get real-time feedback.”

Marissa Andersson
Senior Manager
Leadership Development
& Learning Delivery
The Home Depot

EXTRA RESOURCES

- Comprehensive participant manual
- Unique audience assessment tools to ensure your message is well received
- Track your progress through recordings of your presentations (for your eyes only)
- Post-workshop self-assessment and action plan



Scan to learn more and watch our testimonials video



NEW! THE SKILLED PRESENTER VR™

This course is now available with the world's fastest-growing training technology: **VIRTUAL REALITY.***

*Available in select locations only.



WRITING DYNAMICS™

Learn to write clearly, concisely, persuasively and fast!

Writing Dynamics was designed by Roger HB Davies, co-founder of McLuhan & Davies, who has received international awards for writing and editing. This workshop provides a five-step writing system that helps you PLAN using creative and structured thinking, DRAFT in record time and EDIT for impact.

PROGRAM AND LEARNING OUTCOMES

A “Proven” Writing System

- Introducing the McLuhan & Davies Five-Step Writing Process™
- Applying the Five-Step Writing Process™ to all forms of writing
- Being more creative, organized and structured
- Being your own editor

Think and Plan Creatively and Logically

- Understanding your reader
- Mapping and brainstorming Techniques
- Organizing ideas for greatest impact on the reader
- Saving time through better planning

Drafting Quickly and Painlessly

- Writing rough
- Overcoming writer’s block
- Developing thoughts and building momentum

Tricks of the Writer’s Profession

- Saying “No” persuasively
- Getting started
- Managing time
- Structuring your document in nine ways
- Using point-form techniques
- Adjusting your writing style to connect with all audiences

Selling Yourself Through Your Writing

- Handling the skim reader
- Writing strategies to sell your reader
- Writing fast, but accurately
- Checking your grammar
- Persuading your reader to read
- Adapting for the technical or non-technical reader

The One-Minute Editor™: Quick Checks on Quality!

- Achieving clarity, impact and influence
- Making your text communicate visually
- Professionally editing your text (The Editor’s Six Obsessions™)

Your Hot Topics

- Avoiding email pitfalls
- Writing persuasive sales messages
- Writing for the digital audience
- Writing effective customer service letters
- Crafting the perfect report
- Making your writing more “personal”
- Point-Form technique
- Adjusting your writing tone to convince

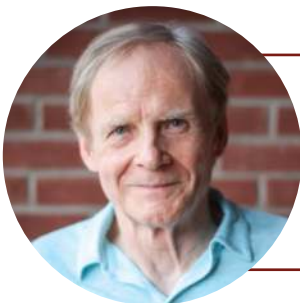
“Since Writing Dynamics™, I’ve changed my approach to writing. The strength of this program is the macro focus through the planning process to the micro focus through editing. **The other strong element is the practical application of new skills during the workshop.** The trainer’s expertise and facilitation style also enhanced the learning experience.”

Two days very well spent!”

Caroline O’Shea
Director, Talent Management,
IPEX Management Inc.

EXTRA RESOURCES

- 150-page manual – the most comprehensive reference book on the writing process
- Post-workshop self-assessment and action plan
- Key-learnings bookmark for reinforcement
- Pre-workshop assessment: Submit on-the-job writing samples for our team of professional editors to evaluate and provide you confidential feedback



“Writing well is a leadership skill.”

- Roger H.B. Davies
CEO, McLuhan & Davies Communications, Inc.,
program creator



Scan to learn more about this workshop from our CEO.



LINKS™

Adapt your communication style to connect with and engage any audience

The key to successful communication involves the ability to understand and be understood. **LINKS™** teaches you how to recognize communication patterns, appeal to others' preferences and bridge the communication gap between analytical, interactive and visual communication styles.

PROGRAM AND LEARNING OUTCOMES

This interactive workshop includes theory, application and feedback to guide participants to meet the following goals:

- Speed up the exchange of ideas and information
- Understand and purposely use three distinct communication patterns: Analytical, Visual, Interactive
- Communicate in ways that include everyone in the process
- Manage more effectively
- Improve customer relations and the selling process by applying the course theory

Self Assessment

- Determine your communication pattern to consider how to make the most of your preferences and strengthen your least preferred patterns

Communication Patterns

- Identify the specific communication preferences of Analytical, Visual and Interactive styles
- Adjust your style to align to others in a world where communication is complex and constantly shifting
- Learn how to bridge the communication gap between baby boomers, Gen-X and millennials
- Examine the characteristics and profiles of each pattern to know how to use all three effectively
- Quickly identify preferences so you appreciate your audience and respect their communication needs
- Know how to reach your audience using all communication mediums

“LINKS™ was a great day spent. The ability to adjust my communication patterns to improve the quality of information I am conveying is a skill that will pay dividends for years to come. Thank you for the wonderful learning opportunity.”

Robert Stover
Sr. Product Manager
Talent Development, CIBC

EXTRA RESOURCES

- ▶ Roger HB Davies' best-selling book **Mastering Communications** – 10 strategies to fast, clear, persuasive communications
- ▶ Comprehensive participant manual



LINKS™ ONLINE

Fun, fresh and interactive, our e-learning option will help you:

- Understand your own communication style
- Identify and adapt to preferences of others
- Use 10 strategies for fast, clear, persuasive communication

FORMAT

6 highly interactive online modules that can be completed back-to-back or spread out over several weeks.



SIX THINKING HATS®

Six Thinking Hats® is a simple, effective parallel-thinking process that helps people be more productive, focused, and inclusive. Once learned, this powerful toolset can be applied immediately!

PROGRAM AND LEARNING OUTCOMES

Hold Efficient and Productive Meetings

- Maximize productive collaboration and minimize counterproductive interaction/behavior
- Make meetings shorter and more productive
- Reduce conflict among team members or meeting participants
- Create dynamic, results-oriented meetings that make people want to participate
- Achieve significant and meaningful results in less time

Make Better Decisions

- Learn a disciplined process to consider issues, problems, decisions, and opportunities systematically
- Spot opportunities where others may only see problems
- Think clearly and objectively
- Make thorough evaluations
- Consider all sides of a situation

Generate New Ideas

- Stimulate innovation: learn ways to generate more and better ideas
- Get to the right solution quickly with a shared vision
- View problems from new and unusual angles

“I became a Six Thinking Hats® certified trainer to facilitate this workshop within our organization. Since then, I have been using and sharing the techniques with just about anyone who will listen. de Bono’s powerful toolset has transformed the way we think, innovate and collaborate at EllisDon.”

Jennifer Khan
Director, Talent Management, EllisDon



“Creativity involves breaking out of established patterns in order to look at things in a different way.”

– Dr. Edward de Bono



BLUE HAT
Managing
The Thinking



WHITE HAT
Information Available
and Needed



RED HAT
Intuition and
Feelings



YELLOW HAT
Benefits and
Feasibility



BLACK HAT
Caution and
Difficulties



GREEN HAT
Alternatives and
Creative Ideas

EXTRA RESOURCES

- Comprehensive participant manual
- Blue hat facilitator pin



www.debonothinkingsystems.com



MCLUHAN & DAVIES COMMUNICATIONS, INC.

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MCLUHAN & DAVIES

CLARITY | BREVITY | IMPACT®

GLOBAL LEADERS

IN BUSINESS COMMUNICATIONS TRAINING

We transform how people **Think, Write, Speak** – and **Lead**

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