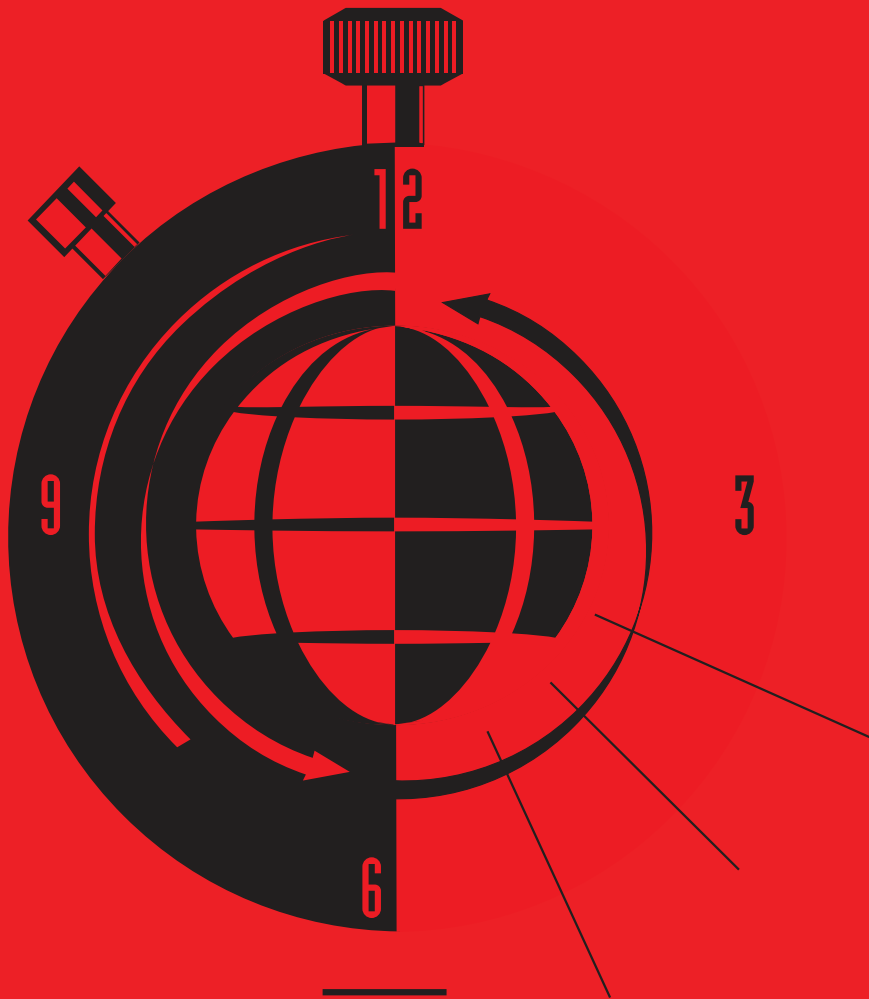


CLARITY | BREVITY | IMPACT®

CELEBRATING  
35 YEARS

# THINK ON YOUR FEET®



• STRUCTURE IDEAS • GET TO THE POINT • BE REMEMBERED



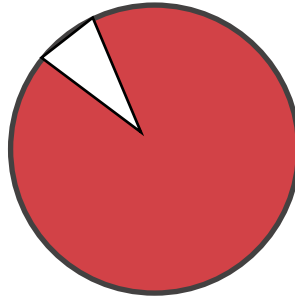
# WHAT IS THINK ON YOUR FEET®?

## ABOUT THE WORKSHOP:

Think on Your Feet® is the only workshop that trains you to analyze, organize and present your ideas... FAST!

Think on Your Feet® addresses informal situations such as:

- Elevator pitch
- Q&A
- Meetings
- Status updates
- Conference calls
- Board updates
- Impromptu conversations



**95%**  
of all workplace  
communication  
is **informal**

## IMMEDIATE BENEFITS:

Think on Your Feet® is filled with practice, coaching and feedback. At the completion of the course you will be able to:

- Structure ideas simply and persuasively
- Illustrate ideas with memorable examples
- Condense your thoughts
- Target listener's core concerns
- Simplify complex information
- Avoid information overload
- Handle objections positively
- Answer questions quickly and coherently
- Deal with challenges assertively and persuasively
- Get to the point and be remembered

**THINK ON YOUR FEET®** benefits professionals at all levels, transforming business communications. This internationally acclaimed workshop successfully helps:

### EXECUTIVES

- Navigate high-stakes situations
- Gain trust and respect
- Save time

### MANAGERS

- Develop top talent
- Set clear objectives
- Boost productivity

### TECHNICAL TEAMS

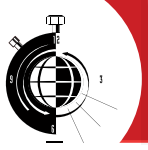
- Summarize complex information
- Communicate with non-specialists
- Speak with confidence

### SALES TEAMS

- Manage objections
- Negotiate better
- Close deals faster

### EARN PROFESSIONAL DEVELOPMENT UNITS!

THINK ON YOUR FEET® is applicable for PDUs across most associations. Contact us today to learn more!



# WHAT MAKES IT UNIQUE?

Why is it that on any given day, somewhere in the world, **Think on Your Feet®** is delivered to executives and professionals across all industries?

What is it about **Think on Your Feet®** that's allowed it to flourish for over 35 years in small-group training, with large groups, and at conferences and retreats?



The simple answer? Think on Your Feet® communication techniques are the foundation for all other skills: leading, speaking, writing, selling and managing. Think on Your Feet® changes how people communicate in three main ways:

## 1 ADDRESSES AN ESSENTIAL SKILL SET

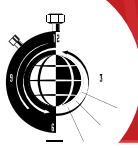
- In moments, sometimes seconds, you have to analyze, organize and present your ideas clearly and memorably — it requires you to Think on Your Feet®
- This is the only workshop that trains you to hone these skills, so you can effectively discuss and defend a position
- Get your message across the first time, every time

## 2 HELPS YOU STRUCTURE YOUR IDEAS

- Offers 10 core communication structures that help you quickly decide what messages are essential and present them persuasively — even under extreme time pressure!
- Shows you how to package information for easier comprehension
- Helps you position arguments and manage your listeners
- Moves your audience through images, analogies and storytelling

## 3 TEACHES THE ART OF OFF-THE-CUFF

- True mastery comes with the ability to answer questions on the spot
- Explain complicated ideas more clearly and be persuasive when you don't have time to prepare
- Instantly select the best structure for each situation
- Learn how to focus a discussion in order to achieve Clarity, Brevity and Impact®



# PROGRAM AND LEARNING OUTCOMES

## TYPICAL TWO-DAY AGENDA

### 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

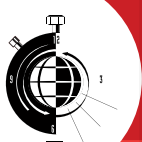
### EXTRA RESOURCES

- 1-hour online preparation course (Optional add-on)
- Comprehensive participant manual
- Digital and printed memory-jogging cards
- Post-workshop self-assessment and action plan
- **TF-FRESH™** Post-workshop on-line refresher modules
- **TF-TIPS™** Monthly newsletter with reinforcement content



**"Clear speaking is clear thinking."**

- Dr. Keith Spicer  
program creator



# TRAINING CUSTOMIZATIONS

## CUSTOMIZED VERSIONS TAILORED TO MEET YOUR GROUP'S NEEDS

Companies are faced with diverse learning needs. Think on Your Feet® has infinite applications and every Think on Your Feet® workshop involves some degree of customization to address real work challenges and specific training goals.

## POPULAR CUSTOMIZED OPTIONS

### THINK ON YOUR FEET® **LEARNING RETREATS**

Whether you're planning an annual sales meeting, corporate retreat or learning forum, take your event to the next level by incorporating Think on Your Feet® LEARNING RETREATS. These sessions are designed to support and enhance your business and planning goals. Whether you have two days or two hours to dedicate to communications training — we'll make an impact!

### THINK ON YOUR FEET® **FLUENCY FOR LEADERS**

Focuses on the needs of emerging and executive leaders: storytelling, handling Q&A/media, public speaking and presenting with influence and impact.

### THINK ON YOUR FEET® **PERFORMANCE MANAGEMENT**

Provides techniques to structure performance reviews and real-time feedback to set clear expectations, gain employee buy-in and elevate performance.

### THINK ON YOUR FEET® **CLIENT RELATIONS**

Invalidate your client-facing teams. Practice innovative techniques to respond to client scenarios and gain instant feedback to improve your approach.

### THINK ON YOUR FEET® **PRESENTATIONS**

Combines structured communication techniques with formal presentation-skills training.

### THINK ON YOUR FEET® **SALES POWER**

Powerful, structured negotiating, selling and presentation skills for influencers.

## DELIVERY OPTIONS:



**WORKSHOPS**



**TRAIN-THE-TRAINER**



**LEARNING RETREATS**



# SUCCESS STORIES

## OUR CLIENTS SAY IT BEST!

“

I don't think I've done a more valuable course. Think on Your Feet® helped me take my speaking capabilities to a new level. I lead my business meetings, sales meetings, project meetings and technical meetings more efficiently as a direct result of the course. Think on Your Feet® taught me to keep my thoughts in check and always bring my conclusion back to the focal point of the discussion.

*- Leonard Pecore, President and CEO Genoa Design International Ltd.*

“

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*

“

Think on Your Feet® provided me with the tools to confidently organize my presentations, emails and off-the-cuff Q & A responses to be more methodical and sound clearer to my audiences. The skills also transcend into my daily life too. Two days very well spent!

*- Katie Millard, Senior Marketing Consultant  
Advertising and Media, Intact Insurance*

“

Think on your Feet® is the cure for rambling speakers! Presenters can make their point much faster and managers can use the tools to help staff focus.

*- Richard Arsenault, Senior Learning Consultant,  
John Hancock Financial Services*

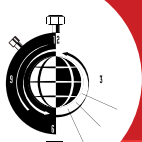
what's the  
**#MDCdifference?**



Real people. Real stories. Discover the #TFIdifference. We spoke to some of our Think on Your Feet® participants to see how the workshop has influenced their lives and changed their careers.

Scan to watch the video





# TRAIN-THE-TRAINER

## TRANSFORM THE QUALITY OF COMMUNICATION IN YOUR WORKPLACE

Train and license your own instructors to deliver Think on Your Feet® within your organization.

### BECOME AN ACCREDITED TRAINER:

#### STEP ONE: Attend a Two-Day Workshop

The accreditation process starts with you attending the workshop as a participant. Facilitators typically experience Think on Your Feet® by attending a public workshop or by participating in a workshop delivered within their organization.

#### STEP TWO: Attend the Two-Day Trainer Accreditation Workshop

Spend two days with one of our Master Facilitators who will coach you on how to facilitate all aspects of the workshop, how to handle participant questions and how to tailor the session to meet the needs of your internal audience.

#### STEP THREE: Join Our Global Network

When you become a licensed facilitator, you become part of an exclusive global network. This network offers ongoing support, regular updates and techniques to help you deliver and perform with maximum impact.

This **4-day process** is the most cost-effective way to bring these structured communication techniques to your workplace.

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## THINK ON YOUR FEET® GLOBAL SERVICES



WE TRAIN PROFESSIONALS AND DELIVER TRAINING ON EVERY CONTINENT

**+30**

COUNTRIES

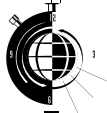
**+12**

LANGUAGES

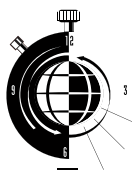
**+100**

PARTNERS

MORE THAN  
**HALF A MILLION**  
PARTICIPANTS WORLDWIDE!



**THINK ON YOUR FEET®**  
BUSINESS COMMUNICATIONS TRAINING  
**CLARITY | BREVITY | IMPACT®**



**THINK ON YOUR FEET®**  
**CLARITY | BREVITY | IMPACT®**



Scan to view our  
workshop calendar!

### 3 EASY WAYS TO REGISTER

**ONLINE:** [thinkonyourfeet.com](http://thinkonyourfeet.com)

**PHONE:** 1-800-862-2429

**EMAIL:** [info@thinkonyourfeet.com](mailto:info@thinkonyourfeet.com)

**OVER HALF-A-MILLION  
PARTICIPANTS  
WORLDWIDE.**

**REGISTER  
NOW!**