

CRITICAL COMMUNICATION SKILLS

- Retired Prosecutor
- Communications Coach

Presentations & Interviews

Team Building

Communication within the
Organization

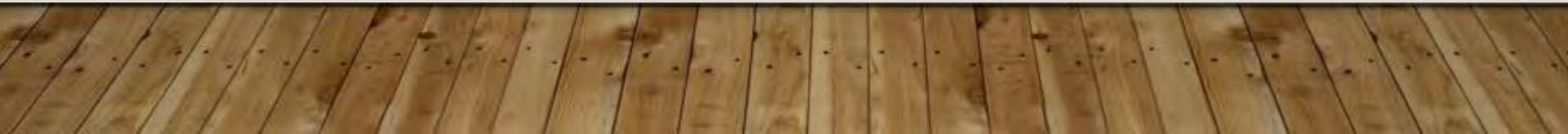
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Tracy Miller

transforming lives
THROUGH PERSUASIVE
COMMUNICATION

THE FEAR



STEP #1



- What is your message?

STEP #2

- Who are they?
- What are they feeling?

Know your
audience





STEP #3

- Create your opener
- Surprise them!

Sample Openers

Best day/would have done it for free

Worst day/saddest

What your kids think of your job

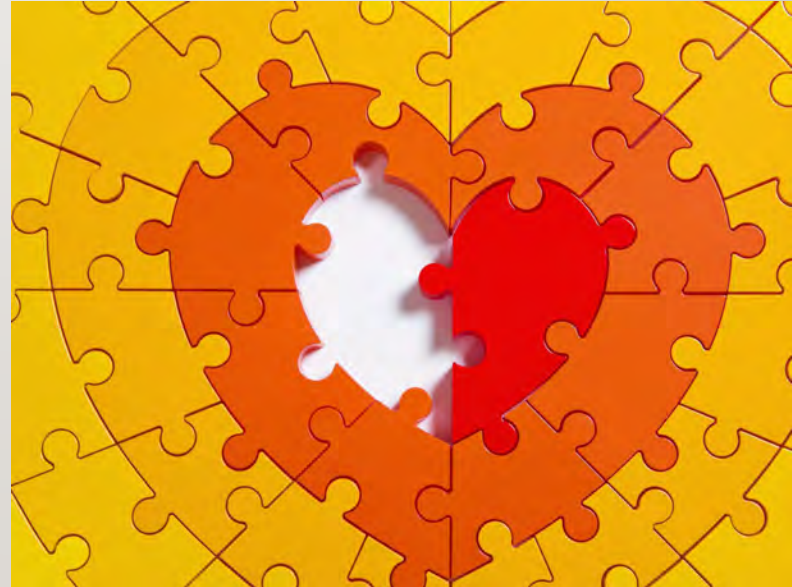
How your department helped someone

Challenge that you over came in career or personal life

STEP # 4

Heart of the presentation

- Problem
- How You Will Collaborate To Fix It
- Results



Step #5

MAKE THE ASK

WHAT DO YOU WANT THEM TO DO?

DELIVERY:

Podium

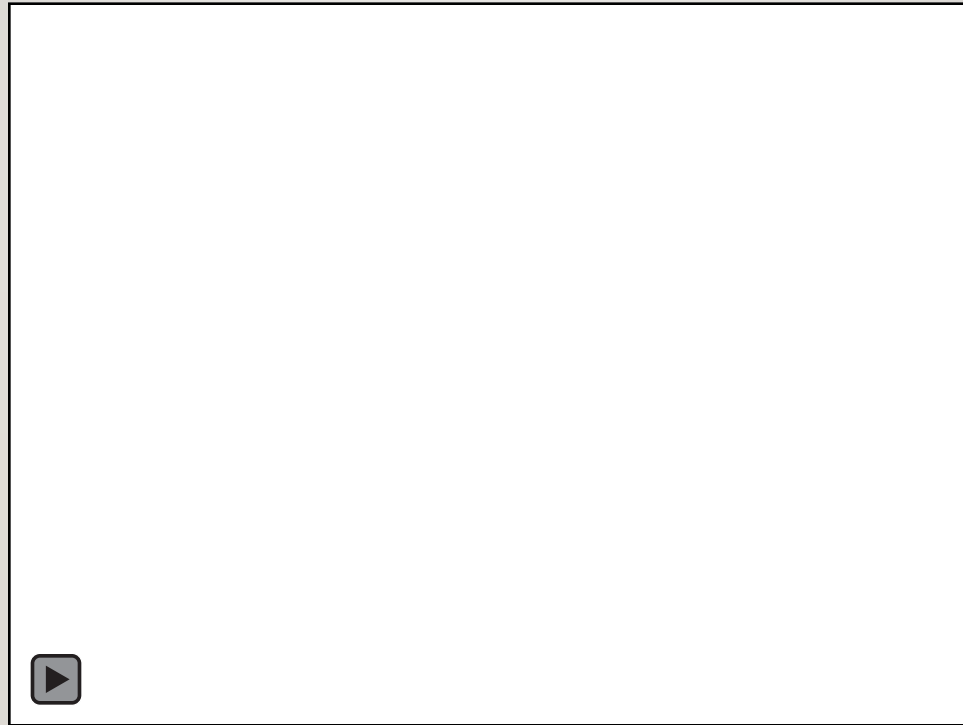
Voice volume and speed

Movement

PowerPoint/Visuals

Notes and Memorization

CLOSER: *INSPIRE*



Eat the Cake!



CRITICAL COMMUNICATION SKILLS

TRACY MILLER

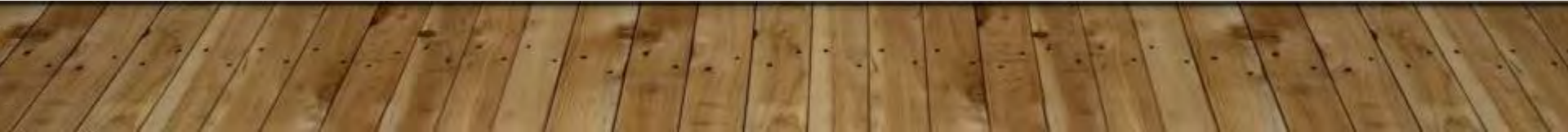
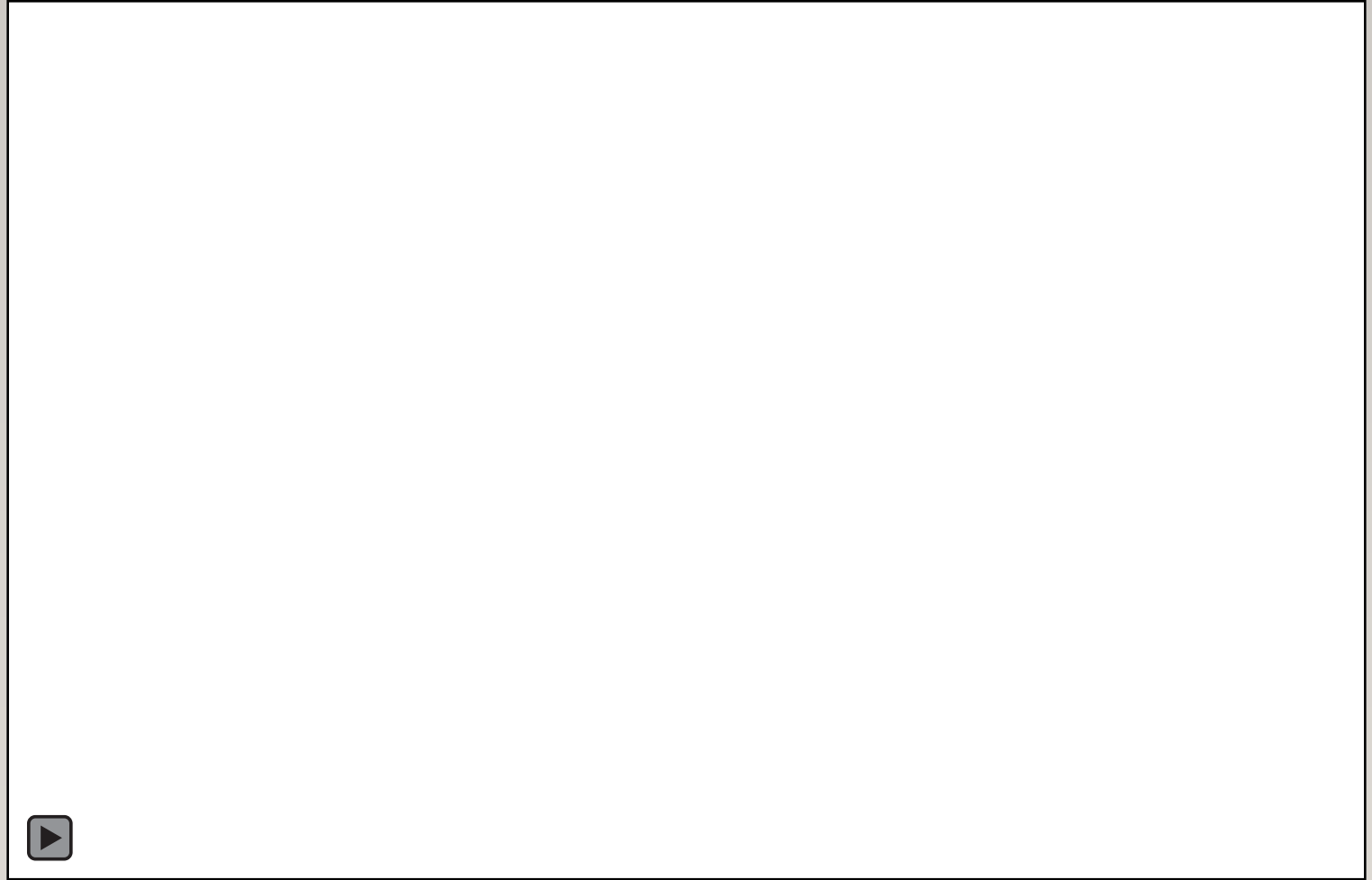
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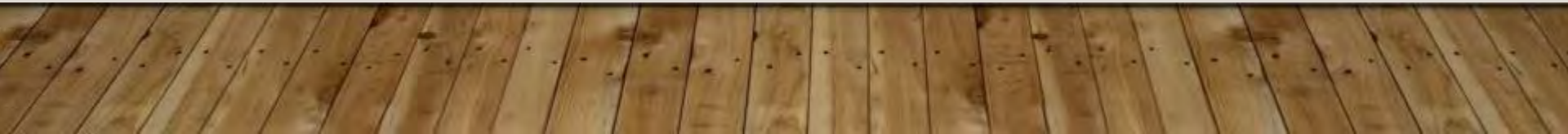
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THROUGH PERSUASIVE
COMMUNICATION

LEAD

Effective Meetings



Conflict



RETENTION

TREATMENT

STRATEGY

INTERNET

ONLINE

IMPORTANT

RESOURCES

PLAN

SOLUTION

RESEARCH
MANAGEMENT

RESOURCES
SALES

ASSESSMENT

BUSINESS

PROJECT

RISK

PERFORMANCE

COMPANY

IDENTITY

CUSTOMER

RESEARCH

TARGET

SOCIAL
INTERNET



PLANNING

TARGET

PLAN

Y

Accountability



UP

ACCURATE & TIMELY



Sideways



PEER LEADERS COMMUNICATE SAME MESSAGE



Down

EXPLAIN THE "WHY"
AND CHECK BACK IN

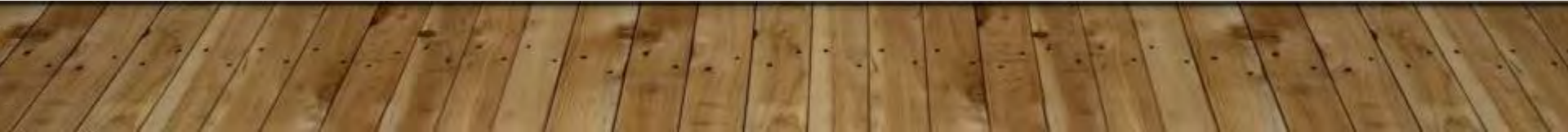
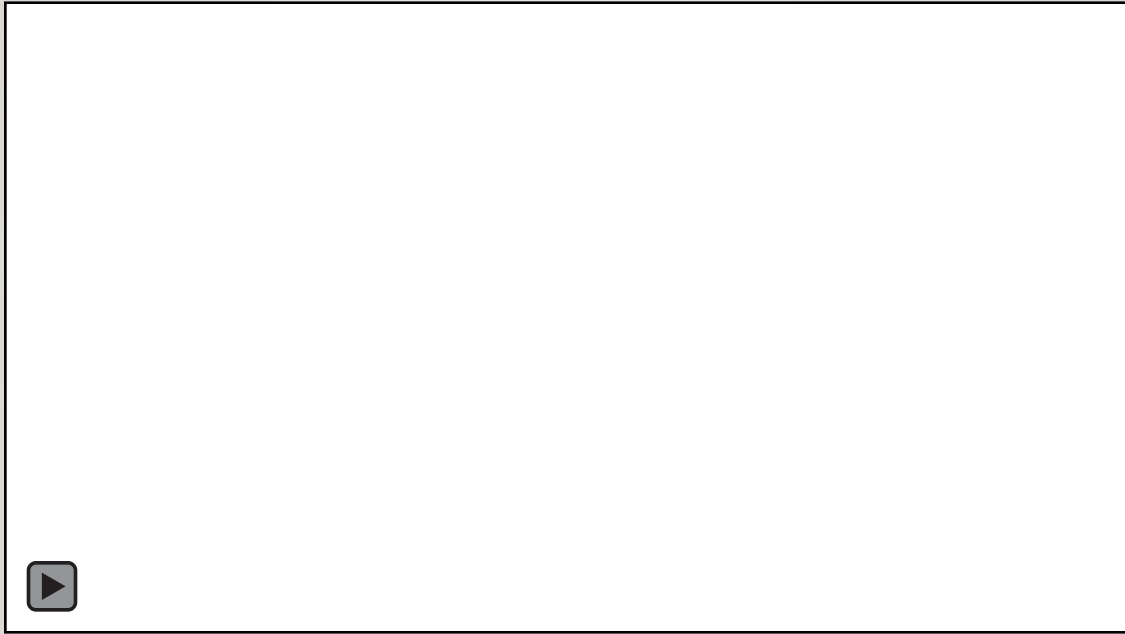
tracy miller
TM CONSULTING

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AGE 7





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