

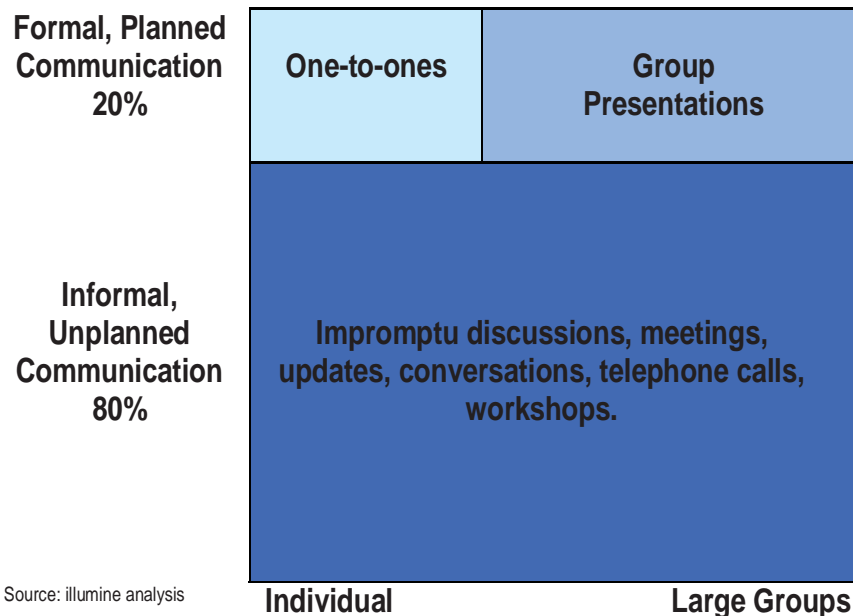
Communicate with impact, even when you're not presenting!

When most people think about improving the impact of their verbal communication, they probably think about how to improve their presentation skills. That's because most people would consider a formal, pre-prepared presentation to a specific target audience as the most common situation in which communication creates an impact.

In reality this is simply not the case. Most communication takes place on an informal, impromptu basis, probably only 20% of communication is in a formal situation. The vast majority of the time, say as much as 80%, individuals will find themselves having to communicate in some familiar but unplanned situations; the boss or colleague calls for a "quick update", a prospective customer calls out of the blue to ask about a latest proposal, a client calls unexpectedly to complain. Most of the skills learned on a presentation course will be of little help in these situations - what is required is the ability to think on your feet!

Think about it. If a good presenter could communicate in the 80% of informal situations, as well as they do in the formal environment, they could increase their impact by a multiple of 4!

The diagram below is a visual representation of the estimated proportion of time spent on different types of communication. You may be surprised at how much communication takes place on an informal, unplanned basis - yet it still counts when it comes to making an impact.



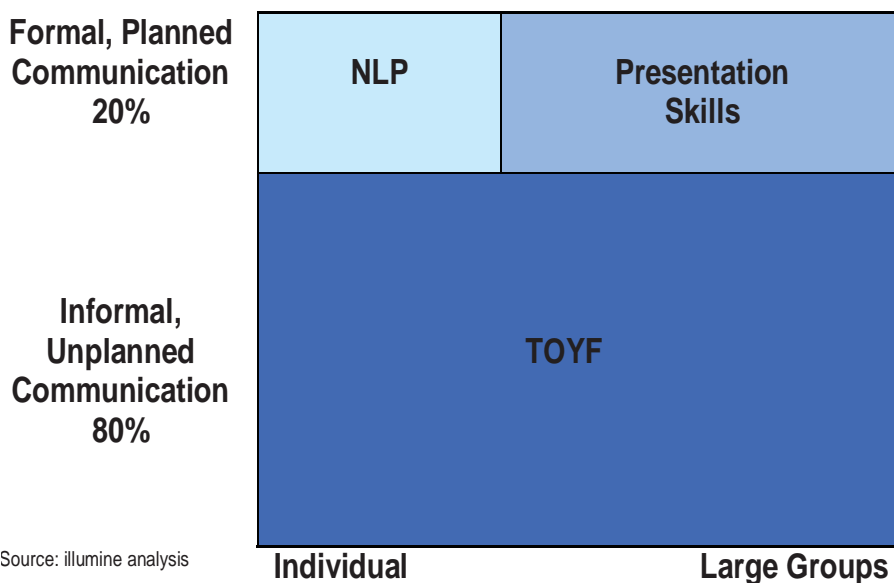
[Diagrammatic representation of proportion of time spent on types of verbal communication](#)

The skills required to handle formal, planned presentations to groups are typically learned on presentation skills course. While the skills to manage formal one to one meetings are often well covered by NLP (neuro-linguistic programming) training. So, what can you do to learn the skills required to communicate well in the remaining 80% of verbal communication situations?

The answer is TOYF - Think On Your Feet®.

The TOYF course is a globally recognised communication skills course which addresses not only the needs of formal presenters, but importantly teaches effective communication tools for the majority of informal, unplanned communication situations.

The diagram below shows how the different communication skills courses match to communication situations:-



How does TOYF work in the informal communication environment?

TOYF seeks to develop communication based on clarity, brevity and impact. These three objectives are achieved by working on the principle that you need to organise your thoughts into a sort of mini-plan prior to delivering communication. In other words, clear thinking is the route to clear communication.

You will need a different mini plan for different situations. TOYF therefore teaches 10 plans that help you structure your thoughts quickly to get your point across clearly, concisely and memorably. These 10 plans are known as "capsules of persuasion".

These 10 capsules are divided into three groups

The three basic plans:

- the Clock plan
- the Global plan
- the Triangle plan

The three Assertive plans:

- Zoom lens
- Pendulum
- Benefits

The four sub plans:

- Picture
- Opposites
- Domino
- W5

By understanding each of these plans, then learning and practicing when to apply them, an individual will considerably sharpen their communication skills in any situation. This not only benefits the individual, but it is especially valuable to the organisation if the individual is dealing with external parties, such as customer service managers and agents, sales staff, procurement, and supply managers, media relations staff and marketing. Of course, the whole organisation benefits if everyone is communicating with greater clarity and brevity.

In the meantime, if you are interested in knowing more about how this type of course can benefit your organisation then please contact illumine on 01753 866633 or visit our website www.illumine.co.uk.

As you would expect, illumine covers all the main areas of communication, TOYF and Effective Communication (with NLP) for verbal communication and Writing Dynamics for improving written communication. Details can be found at www.illumine.co.uk.