

# THOUGHT Talk™

## Recipes for Clear, Powerful and Persuasive Communication

### Structure Your Ideas Get to the Point Be Remembered

THOUGHT Talk™ trains you to communicate clearly.

THOUGHT Talk™ introduces you to communication “recipes” to structure your communication clearly, powerfully, and persuasively. You will learn how to...

- Explain complex ideas clearly
- Get to the point
- Be more persuasive
- Respond on the spot—*even under pressure!*

THOUGHT Talk™ is filled with practice, coaching and feedback. At completion of the course, you will:

- Think Clearer Than Ever Before
- Be Understood Quickly by Others
- Grow Confident About Presentations
  
- Be Able to Give A Presentation With 5 Minute's Notice
- Gain the Know How for Winning Other's to Your View
- Waste Less Time in Meetings
  
- Waste Less Time Putting Out Miscommunication Fires
- Believe in the Power of Words to Solve Conflicts and Change Lives
- Be Able to Grow a Reputation as a Clear & Effective Communicator



THOUGHT Talk™ is designed for anyone concerned with communications, like:

- Senior Executives
- Financial Analysts
- Managers
- Public Affairs Experts
- Sales & Marketing Professionals
- Training Professionals
- Technical Specialists
- Engineers
- Geoscientists
- Customer Service Experts

#### GR8 SOLUTIONS

242 SPRING PARK DRIVE, SUITE A  
MIDLAND, TEXAS 79705  
432-682-6823  
info@gr8grp.com

[gr8grp.com](http://gr8grp.com)

  
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## The PROBLEM

We are fighting fires. Our efforts seem constantly challenged by the confusion and second-guessing that thrives in our information soaked lives. Whether in the workplace, in government, in relationships, or in day-to-day living, we have nothing that wastes more time or causes more delays and setbacks than miscommunication. It seems like no matter how hard we try the words we share are misunderstood by the people we share them with. We get a driver's license because we have to learn a skill to get the results we want (arriving at our destination) with the greatest efficiency (we don't wreck or hurt others). **Communication is an unlicensed super-highway filled with accidents just waiting to happen.**

## The SOLUTION

**THOUGHT Talk™** is a Next Level training experience designed to prepare participants to make a quantum leap in thinking and communication effectiveness. Over two thousand years ago, a stoic philosopher observed what neuroscience is only recently proving:

*Whenever the speech is corrupted so is the mind.—Seneca*

The intimate relationship between thinking and communicating unlocks the power to effectively grow to contribute in this world at the next level. The skill we each need isn't simply about how to say things clearly, but to effectively create the understanding in another person's mind. **THOUGHT Talk™** is Driver's Ed for Communication Success.

Economist Ronald Baker observed,

*"Human history teaches us, however, that economic growth springs from better recipes, not just from more cooking. It's rearranging resources in ways that are more valuable."*

One aspect of **THOUGHT Talk™** Technology is to equip participants with communications recipes which can be honed and used at will for situation effectiveness. Knowing where to start, or what to say next, will be a thing of the past. Communication is largely about arranging thoughts for your audience, team, or partner.

## Typical Two-Day Agenda

### Powerful Communication Recipes

One	It's All About Structure!
Two	<b>TIME</b> Recipe
Three	Structured Thinking is the Difference
Four	What Is A Recipe?
Five	Helping Your Listeners Hear You
Six	<b>STORY</b> Recipe
Seven	<b>BASEBALL</b> Recipe
Eight	<b>WIIFY</b> Recipe
Nine	<b>SWING</b> Recipe
Ten	<b>FOCUS</b> Recipe

### Recipes That Add More Power

Eleven	<b>PAINTER</b> Recipe
Twelve	<b>DREAM</b> Recipe
Thirteen	<b>QUESTION</b> Recipe
Fourteen	<b>SOLUTION</b> Recipe
Fifteen	<b>IF-THEN</b> Recipe
Sixteen	<b>ACTION</b> Recipe

### Delivering Your Recipe

Seventeen	Stage Fright
Eighteen	Delivery Basics
Nineteen	How to Start
Twenty	Critical Mistakes



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