

40
YEARS

30+
COUNTRIES

13+
LANGUAGES



MCLUHAN & DAVIES COMMUNICATIONS, INC.



BUSINESS COMMUNICATIONS TRAINING

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

IN-HOUSE & PUBLIC WORKSHOPS | WEBINARS | RETREATS | TRAIN-THE-TRAINER



WELCOME TO
THINK ON YOUR FEET®

- React instantly in conference calls, webinar pitches
- Respond to questions, objections, verbal challenges
- Structure your email

WE CHAMPION TRANSFORMATION THROUGH LEARNING

to create confident, collaborative, and engaged teams.

Today's business moves fast, and employee learning must keep up. We transform our customers' businesses, by transforming their people. We provide the communication skills employees need to achieve their highest potential.

What We Do

Our clients need **powerful and practical communication-skills training** with tools for confident and clear communication—even in the trickiest, off-the-cuff situations.

Our learning solutions provide **flexible communication structures** to save time, reduce costs, foster collaboration, and make a lasting impact.

Who We Are

For over **40 years**, we (and our global partners in **over 30 countries**) have helped over **1.5 million clients** across North America, Europe, and Pacific Asia by transforming how they Think, Write, Speak — and Lead.

Why Us?

We support future leaders with immediately-accessible, flexible, communication-skills training. Our learning is **fun and memorable**. Professionals who learn with us gain **confidence** to speak up, gain **clarity** in their messaging and the ability to make a positive **impact**.

Our learning solutions are available **in-person** and **virtually**.

How We Do It



Workshops

Attend a public workshop or bring our workshops in-house for your team. In-person and virtual learning solutions available.



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, in-person or virtually.

EARN PROFESSIONAL DEVELOPMENT UNITS!

Our learning solutions are applicable for PDUs across most industry-accredited associations.

GET IN TOUCH

1-800-862-2429

| www.mdctraining.com



THINK ON YOUR FEET®



SCAN TO
WATCH
AND LEARN
MORE

ANALYZE, ORGANIZE AND PRESENT YOUR IDEAS.... FAST!

TYPICAL 2-DAY AGENDA

THE IMPORTANCE OF CLARITY, BREVITY AND IMPACT®

- Structure ideas
- Get to the point
- Be remembered

PRESENT YOUR IDEAS

- Help your audience understand by placing your ideas into a simple, unifying structure

WHEN YOU'RE CAUGHT OFF GUARD

- Make sense out of a mass of facts
- Explain processes clearly

QUICKLY RESPOND WITH STRUCTURED REASONING

- Use logical speaking "points" to organize your thoughts
- Announce & recap

AVOIDING COMMON COMMUNICATION TRAPS

- Keep on track
- Avoid information overload
- Address your audience's core concerns

DIVIDE INFORMATION INTO ASPECTS OR PERSPECTIVES

- Achieve objectivity
- Address issues from different viewpoints

HANDLE QUESTIONS QUICKLY, CLEARLY AND PERSUASIVELY

- Buy time
- Answer the right question
- Handle objections and tough questions positively

HOW TO BROADEN OR FOCUS YOUR AUDIENCE'S PERSPECTIVE

- Move from detail to big picture, or vice versa
- Handle sensitive or confidential information

MOVE TWO OPPOSING VIEWPOINTS TO A MIDDLE GROUND

- Negotiate a win-win outcome
- Deal with controversial topics
- Move to action

95%
OF WORKPLACE
COMMUNICATION IS INFORMAL

Always be prepared for important conversations:

- Elevator pitch
- Q&A
- Meetings
- Status updates
- Board presentations
- Impromptu conversations
- Interviews
- Handling objections



"Clear speaking is clear thinking."

- Dr. Keith Spicer, program creator

OVER
1.5 MILLION
PARTICIPANTS
WORLDWIDE

**"The most useful training and best instructor I've had in 9 years!
Very applicable to client and internal meetings."**

-David, Global Accounts Director, Export Development Canada

LEARNING OUTCOMES



BE MORE PERSUASIVE



STAY FOCUSED



RESPOND ON-THE-SPOT TO TOUGH QUESTIONS



HELP YOUR AUDIENCE UNDERSTAND

WAYS TO EXPERIENCE THINK ON YOUR FEET®

- IN-PERSON
- LIVE-VIRTUAL
- TRAIN-THE-TRAINER
- LEARNING RETREAT
- WEBINAR



THE SKILLED PRESENTER™



SCAN TO
LEARN
MORE

ENGAGE AND PERSUADE YOUR AUDIENCE WITH DYNAMIC PRESENTATIONS!

TYPICAL 2-DAY AGENDA

TAILORING YOUR MESSAGE TO YOUR AUDIENCE

- Craft your presentation to provide your audience with a clear, memorable message
- Address your audience's core concerns with a proven methodology

CRAFTING YOUR CONTENT

- Use structure to deliver a clear message and stay on track
- Make facts and figures memorable
- Best practices for beginnings and endings

USING LANGUAGE YOUR AUDIENCE WILL UNDERSTAND

- Achieve clarity with your words
- Explain technical terms clearly and simply

TECHNIQUES TO ADDRESS AND OVERCOME NERVES

- Discover a simple template to cure stress
- Gain expert tips to manage nerves

WAYS TO INVOLVE YOUR AUDIENCE

- Learn proven techniques such as polling, focus groups, storytelling best practices, and more
- Move discussions along while maintaining control

HOW TO PRACTICE

- Learn the keys to pacing
- Use simple memory devices
- Self-record for personal review to measure progress

PERFORM WITH IMPACT

Voice Projection

- Focus on your speed, volume, and modulation

Eye Contact

- Use eye contact appropriately – whether in-person or online

Gestures, Stance, and Movement

- Use gestures naturally
- Avoid being distracting

Fielding Questions

- Techniques to ensure you are answering the right question and buy time
- Manage interruptions and hostile questions

73%

OF PEOPLE FEAR PUBLIC SPEAKING

Gain performance and presentation techniques to:

- Prepare effective content
- Perform and persuade on any stage
- Overcome Nerves
- Create a strong impression
- Engage your listener
- Handle questions



TOOLS FOR
EXPERT PRESENTATIONS
IN-PERSON OR ONLINE

“The content was helpful, relevant and well organized - it was great how much time we got to spend on building our practical skills and practicing. Really valuable use of time.”

-Jelena P., CIBC

LEARNING OUTCOMES



ENSURE YOUR MESSAGE IS CONVEYED SUCCESSFULLY



AVOID REPUTATIONAL DAMAGE



DELIVER EXPERT-LEVEL PRESENTATIONS TO STAND OUT FROM COLLEAGUES AND COMPETITORS



TRANSFORM SUBJECT MATTER EXPERTS INTO SKILLED PRESENTERS

POPULAR CUSTOMIZATIONS OF SKILLED PRESENTER™

- SALES TEAMS
- CLIENT SUCCESS
- STAKEHOLDER RELATIONS



CAPTIVATE YOUR AUDIENCE WITH COMPELLING, FINELY TUNED WRITING.

A five-step writing system that helps you PLAN using creative and structured thinking, DRAFT in record time, and EDIT for impact.

TYPICAL 2-DAY AGENDA

A PROVEN WRITING SYSTEM

- Become more creative, organized, and structured
- Be your own editor

THINK AND PLAN CREATIVELY AND LOGICALLY

- Use mapping and brainstorming techniques
- Organize ideas for the greatest impact on the reader
- Save time through better planning

DRAFTING QUICKLY AND PAINLESSLY

- Overcome writer's block
- Develop thoughts and build momentum
- Use technology to speed up the process

TRICKS OF THE WRITER'S PROFESSION

- Get started with confidence
- Manage your time efficiently
- Structure your document in nine impactful ways
- Adjust your writing style to connect with all audiences

SELLING YOURSELF THROUGH YOUR WRITING

- Handle the skim reader effectively
- Employ writing strategies to sell to your reader
- Persuade your reader to engage

THE ONE-MINUTE EDITOR™: QUICK CHECKS ON QUALITY!

- Achieve clarity, impact, and influence
- Make your text communicate visually
- Use The Editor's Six Obsessions™ to polish your work
- Leverage technology to refine your writing

YOUR HOT TOPICS

- Avoid common email pitfalls
- Create the perfect report
- Make your writing more "personal"
- Adjust your writing tone for your audience
- Understand how AI can complement the writing process

81%

OF EMPLOYERS AGREE THAT POOR WRITING DESTROYS PRODUCTIVITY AND CREDIBILITY

- Avoid email pitfalls
- Create persuasive sales messages
- Crafting the perfect report
- Making your writing more "personal"



"Writing well is a leadership skill."

- Roger H.B. Davies,
Co-CEO of
McLuhan & Davies,
program creator

"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. **Two days very well spent!**"

-Caroline O'Shea, Director, Talent Management, IPEX Management Inc.

LEARNING OUTCOMES



ENHANCE CREATIVITY, ORGANIZATION, AND STRUCTURE IN ALL FORMS OF WRITING



ADJUST WRITING TONE TO CONNECT AND CONVINCE



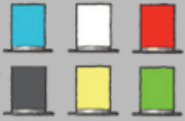
MAINTAIN CONSISTENT QUALITY



EDIT YOUR WORK LIKE A PROFESSIONAL

RECENT APPLICATIONS OF WRITING DYNAMICS™ TOOLS

- EDITING FOR AI
- COACHING STAFF WRITING
- MAKE MS OFFICE TOOLS WORK FOR YOU



SIX THINKING HATS®



SCAN TO WATCH AND LEARN MORE

THINK MORE EFFECTIVELY AND CRITICALLY: Six Thinking Hats® is a simple, effective parallel-thinking process for productive, focused, and inclusive thinking. Master this powerful toolset and apply it immediately for impactful results!

TYPICAL 1-DAY AGENDA

HOLD EFFICIENT AND PRODUCTIVE MEETINGS

- Increase productive collaboration and minimize counterproductive interactions or behaviors
- Make meetings shorter and more productive
- Create dynamic, results-oriented meetings that encourage participation
- Achieve significant and meaningful results in less time

MAKE BETTER DECISIONS

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

GENERATE NEW IDEAS

- Stimulate innovation by learning ways to generate more and better ideas
- Quickly arrive at the right solution with a shared vision
- View problems from new and unusual angles





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


-Dr. Edward de Bono, program creator

 **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

“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

LEARNING OUTCOMES



HOLD SHORTER, MORE PRODUCTIVE MEETINGS



REACH THE RIGHT SOLUTION QUICKLY WITH A SHARED VISION



STIMULATE INNOVATION: LEARN WAYS TO GENERATE MORE AND BETTER IDEAS



TRANSFORM SEEMINGLY INSOLUBLE PROBLEMS INTO REAL OPPORTUNITIES

SIGNIFICANT APPLICATIONS FOR THE PARALLEL THINKING PROCESS:

- LEADERSHIP DEVELOPMENT
- PRODUCT AND PROCESS IMPROVEMENT, AND PROJECT MANAGEMENT



QUICK-LEARN SERIES

BITE-SIZED, INTERACTIVE, AND VIRTUAL INSTRUCTOR-LED

FEATURED MICRO-LEARNING

SPEAK WITH IMPACT: THINK ON YOUR FEET® ESSENTIALS

Key techniques from Think on Your Feet®

- Be clear, concise, and memorable
- Position your message effectively for your audience
- Handle Q&A like a pro

DECODING COMMUNICATION

Teamwork and communication go hand-in-hand.

- Understand differences in communication styles
- Identify communication patterns
- Adapt to others' preferences
- Bridge the gap between analytical, interactive and visual communication styles

SMARTER, BETTER EMAILS™

Are your emails driving the results you need?

- Make your key messages memorable
- Format and edit quickly to maximize email effectiveness
- Structure your emails for maximum results

BUILDING TRUST TO STRENGTHEN RELATIONSHIPS

Enhance your ability to connect and build trust.

- Become a better listener
- Shift from judgment to connection
- Communicate with empathy

ORGANIZATIONS WITH
MICROLEARNING REPORT:

50%
HIGHER
EMPLOYEE ENGAGEMENT

17%
GREATER
JOB SATISFACTION



**CUSTOMIZATION
AND IN-PERSON
LEARNING
EVENTS ALSO
AVAILABLE!**



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"They have gone above and beyond to deliver short bite-sized sessions that are wildly popular with our colleagues. And at only 30 minutes each, almost everyone has room in their calendar to join and get some valuable information and tips."

-Jennifer Wise, Principal, Talent & Inclusion Center of Expertise, MERCER

ADVANTAGES OF MICRO-LEARNING



**IMMERSIVE LEARNING
EXPERIENCE**



**AWARD-WINNING
CONTENT**



LARGE GROUPS



CONVENIENT ACCESS

ADDITIONAL QUICK-LEARN TOPICS:

- Impactful Presentations and Storytelling
- How to Run Effective Meetings
- How to Bridge with Empathy



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