![ACEC - American Council of Engineering Companies]

Communication Bootcamp

May 7 – June 4, 2025

- Detailed Course Overview -

Session 1: Strategic Communication: From Complexity to Clarity

May 7, 2025 | 1:30-3:00 PM Eastern

Even the greatest ideas need to be communicated effectively. This course content is designed for any professional who needs help distilling complex information into clear and concise messages. You'll learn plug-and-play frameworks that enable you to organize your thoughts and persuade skeptical stakeholders. Walkaway with clear cut tools to identify your main messages, leverage direct communication and communicate as a leader.

Topics Covered:

- Discussion of Communication Challenges (focus on complex topics)
- Quick Review: Delivery & Demeanor: Voice Tone, Pacing, Gestures, Executive Presence
- Audience Engagement
- Advanced Audience Analysis
- Message Development Framework: ACEC Examples
- Concise Communication Skills
- Concise Formulas: PREP & ANSA
- Direct Communication & Plain Language
- Influence & Persuasion Tips

Session 2: Storytelling for Data Lovers

May 14, 2025 | 1:30-3:00 PM Eastern

If a business is about facts and figures, why tell a story? Every audience is comprised of visual, auditory, and kinesthetic learners. Storytelling hits home for all three. TCC's "Storytelling for Data Lovers" is a course designed to walk evidence-driven professionals through the key elements of how to find, craft, and deliver a compelling story. You'll leave with the formulas, skills, and confidence to add this important tool to your toolkit.

Topics Covered:
- Audience Analysis – for Stories

- What Makes Storytelling so Powerful?
- Storytelling: Video Examples
- Finding a Story
- The "Story" Formula (Tips for leveraging storytelling for business)
- Crafting Stories using Data – tips and examples
- *Interactive Exercise:* Participants take a few moments to craft a short example/story related to their work. Volunteers present their story to the group.

Session 3: Communicating in a Hybrid Workplace

May 21, 2025 | 1:30-3:00 PM Eastern

Regardless of what industry you're in or the job title you have – communicating effectively in a hybrid environment is critical for success. In this practical course you'll learn strategies to be both inclusive and included in hybrid meetings, how to speak up in a virtual setting, tips to prepare concise talking points, how to analyze 'the room', predict challenging questions, and exude confidence and charisma.

Topics Covered:

- Discussion: Define "Hybrid Workplace"
- Discussion: Your Greatest "Communication Challenge"
- Cognitive Biases & Mental Blind spots for Hybrid Workplace Plans
- Key Conversations: Productivity, Staffing, Culture
- Tips for Leading Hybrid Teams
- "Read" the Room
- Hybrid Meeting Best Practices
- Handling Difficult People During Meetings
- Active Listening in Hybrid Space

Session 4: Communication Strategies for a Multi-Generational and Cross-Cultural Workplace

May 28, 2025 | 1:30-3:00 PM Eastern

Regardless of the era you're in – multi-generational communication will affect your professional interactions every day. Effective cross-generational communication leads to increased collaboration, stronger workplace satisfaction, and more successful project outcomes. In this course you'll learn valuable tips to support colleagues in all generations and cultures, learn communication preferences for efficient connection, and leverage generational and cultural differences to foster healthy work environments.

Topics Covered:

- Workplace Communication Challenges – Discussion

- Cross-Cultural Communication
- Self-Awareness Tips
- Direct vs. Indirect Communication
- Multi-Generational Workplace Communication
- Meeting Participation
- How to Be Heard
- Giving and Receiving Feedback

Session 5: Elevate Your Virtual Delivery

June 4, 2025 | 1:30-3:00 PM Eastern

If you present virtually in meetings, take part in small group virtual conversations, or deliver updates at virtual staff meetings – this course has something to offer. You'll learn how to exude executive presence via Zoom or Teams, tips to prepare and rehearse presentations efficiently, best practices for more impactful messages, and how to structure virtual presentations to maximize audience engagement.

Topics Covered:

- Core Concepts of Executive Communication
- Delivery & Demeanor: Elevate Your Virtual Delivery
- Enhance Your E-Charisma
- Speech Anxiety
- Audience Analysis
- Presentation Structure: Elements needed for effective Opens & Closes
- Q&A Strategy
- The "Second" Close Concept