



CTL Workshop Tracks: COMMUNICATE LIKE A PRO

Center for Teaching & Learning • Scott Memorial Library • Jefferson University

*This eight-part series focuses on improving communication and presentation skills. Each workshop will focus on a finite skill required for effective communication. The interactive and experiential workshops will include mini-lectures, activities and application exercises. Attend seven of the eight workshops in the **Communicate Like a Pro Track** to earn a micro-credential (which we're calling a "Scottie," in honor of Scott Memorial Library) from the Center for Teaching & Learning. Completion of the credential is not required, however, and participants are invited to attend any individual session(s) of interest in this series.*

Communicate Like a Pro – Think Like a Journalist: Simplify Your Message REGISTER: September 14, 2017

This workshop focuses on defining the central message and provides three practice strategies for clarifying and simplifying the message.

Communicate Like a Pro – Think Like a Contractor: Build a Solid Framework REGISTER: September 21, 2017

This workshop focuses on common organizational patterns and the importance of making that pattern discernible for audiences.

Participants will be asked to identify commonly used organizational methods and practice using internal previews and reviews as well as signposts in speeches.

Communicate Like a Pro – Think Like a Radio Host: Find Your Voice REGISTER: October 5, 2017

This workshop encourages participants to reflect on the signature, authentic speaking style they would like to cultivate. Participants will experiment with simple techniques to add more energy, variety and interest to their voice.

Communicate Like a Pro – Think Like a Mime: Use Nonverbal Communication REGISTER: October 19, 2017

This workshop focuses on key elements of nonverbal communication, such as eye contact, stance, hand gestures and facial expression to deliver more effective messages. Participants should prepare for an introductory round of charades!

Communicate Like a Pro – Think Like an Advertiser: Grab and Keep Attention & Close the Deal REGISTER: November 2, 2017

This workshop focuses on the importance of keeping and maintaining an audience's attention, specifically as it applies to introductory and concluding remarks. Participants will explore several techniques to grab the audience's attention, create relevancy, and issue the call to action.

Communicate Like a Pro – Think Like an Athlete: Harness the Power of Practice REGISTER: November 16, 2017

This workshop focuses on putting the pieces together and offers a perspective on practice that highlights the importance of speaking aids, "chunking" and "distributed practice."

Communicate Like a Pro – Think Like a Designer: Create an Impact with Visuals REGISTER: November 30, 2017

This workshop focuses on a handful of design principles that will elevate the look and feel of PPT presentations to make the message pop. Participants will apply the highlighted design principles to a selection of PPT slides to evaluate the good, bad, ugly and possible fixes.

Communicate Like a Pro – Think Like a Race Car Driver: Respond on the Fly (to Q&A) REGISTER: December 7, 2017

This workshop focuses on the dreaded Q&A session and provides tips and techniques for successfully navigating the final minutes of a communication experience.

CTL Training is **FREE** to all Center City, Methodist, Abington, Aria, and East Falls faculty, staff, and students