

COMMUNICATION INFORMS AND INSPIRES

Corsum Academy: Next Generation Leaders



**Why are these
leaders at Gross,
Mendelsohn, &
Associates, P.A.
looking so happy?**



They've successfully completed the first half of their Next Generation Leaders Course and their "Getting Your Point Across and Making It Stick" presentations to their managers.

How effective are you at crafting and delivering your message to your teams?

Attention spans are short!

- ✓ **Are you clear?**
- ✓ **Are you specific?**
- ✓ **Are you memorable?**
- ✓ **Do you have a clear call to action?**

Congrats to Trehan Stenton, MBA, our Next Generation Leaders Instructor, and the Gross Mendelsohn leaders on successfully learning how to communicate with clarity and confidence!



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WHY IS COMMUNICATION IMPORTANT IN LEADERSHIP?

The popularity of smartphones, social media and digital connections has contributed to shorter and shorter attention spans. Since 2000, the average human attention span has decreased from 12 seconds to 8 seconds. Our attention span today is similar to that of a goldfish... 8 seconds. So brevity and clarity matters!



CONSIDER THE 3 C'S OF IMPACTFUL COMMUNICATION

1. **Catch 'em** - Make your speech memorable by using drama, humor a prop, stories or even asking a question. This is your hook or attention grabber.
2. **Ceep 'em** - Layout the core of your message and keep it concrete and simple. Outline your message intent includes what, when, where, when and why.
3. **Convince 'em** - Frame out your primary and visionary objectives. Provide a specific call to action

DEVELOPING MANAGERS INTO EXCEPTIONAL COMMUNICATORS

Our development programs, conducted virtually across the USA, start bimonthly and are designed to transform managers into effective communicators that drive results. For more information please visit our Online Leadership Development Program or email us.

[Learn More](#)



ONLINE AND IN PERSON CLASSES START MONTHLY. REGISTER TODAY!



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