This document describes the Speaking with Confidence & Clarity in the Virtual World workshop. It includes the baseline learning objectives of the course, the workshop agenda, an overview of our methodology, and information about eCoach, our unique online skill reinforcement tool.

Speaking with Confidence & Clarity in the Virtual World
Transferring your face-to-face communication skills to the online world

These virtual sessions, delivered in a public enrollment setting, are designed to introduce attendees to key concepts and best practices when presenting and meeting in the virtual world.

Experience Level	Overview	Degree of Coaching	Intended For
Low to Medium	Duration: 2 3-hour sessions Maximum Enrollment: 6 Number of Instructors: 2 Location: Turpin's Zoom platform	High: Coaching occurs in the main classroom, private video-review coaching takes place in a virtual breakout room and follows most in-class exercises	Anyone needing to transfer their existing skills to the online world

Description and Baseline Learning Objectives:

Throughout this series of virtual sessions and on-demand modules, participants learn the principles of The Orderly Conversation and learn best practices for

- Creating (or modifying existing) visual aids to support key messages in the virtual space
- Managing nervousness and gaining self-awareness
- Engaging attendees in a comfortable, flexible conversation while being clear and concise
- Framing the meeting or presentation using a simple strategy so that attendees understand direction, purpose, context, and why they should participate
- Using visuals effectively in the virtual space
- Thinking on their feet and facilitating fruitful interactions with attendees
- Using virtual tools, including video, for maximum engagement
- Getting the business of the meeting or presentation done effectively and efficiently

Participants receive reusable job aids and reference materials to help them apply what they learn in class to the situations they face outside of it.

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Workshop Agenda

Here's the agenda for *Speaking with Confidence & Clarity in the Virtual World.* Modules below marked with * include private video-review coaching in a virtual breakout room.

Online Pre-work

Needs Assessment & On-Demand Video
Workshop participants submit an online needs assessment, which the instructors use to tailor the session to the learners' specific needs. Participants also watch an on-demand video where Turpin's Guiding Principles are introduced along with foundational guidance for engaging a camera and communicating virtually.

Session 1

Pre-work Review & Goal Setting – Discussion
Through a facilitated discussion, participants share their thoughts about communicating virtually after having watched the pre-work video. They also identify how they'd like to be perceived by their meeting or presentation attendees. Their responses provide additional insight for the instructors.

Engaging Listeners in the Conversation – Discussion & Exercise *
During this discussion and exercise, participants develop the skills they need to engage attendees in a comfortable virtual conversation. When presenters are engaged, their self-awareness improves. They are also able to manage nervous energy, appear more confident, and be more interesting. If necessary, delivery distractions (fidgeting, speaking pace, volume, and so on) are addressed. Best practices for video, lighting, and audio are reinforced and practiced.

Assignment

Streamlining Preparation – On-Demand Video
Participants watch an on-demand video that introduces them to two key concepts:
1. Turpin's Framing Strategy, which helps them quickly prepare for presentations and get them started on solid ground
2. Key differences between live and virtual slide delivery, including how to adapt slides and other materials for the online environment

Using this information, participants are assigned to develop the presentation they'll work on for the duration of the engagement.

Session 2

Framing the Conversation – Discussion & Exercise *
Through a facilitated discussion, participants discuss what they learned while working on their assignment. Once questions are answered, they deliver the frame for their presentation. They focus on providing direction, purpose, context, and a reason for others to participate.

Reviewing Slides and Practicing Delivery – Discussion & Exercise
Participants review their edited slides, and additional changes are made if necessary. Each learner practices delivering a challenging slide and focuses on being easy to follow, directing listeners' focus, and delivering the key message of the slide.

Encouraging and Controlling Virtual Discussions – Discussion
Participants are introduced to the basics of managing group interactions in the virtual space. This includes techniques for encouraging reluctant participants and controlling the virtual room once the discussion gets going. They are also introduced to interactive tools (chat, white boards, hand-raising, etc.) as a way of managing these interactions.

Follow-up and Skill Reinforcement

To encourage the application of skills developed in the live course, a variety of resources are available.

eCoach: eCoach includes learner access to in-class tools and takeaways, learner videos, class recap letter, and more.

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Turpin's Methodology

As a training provider, Turpin's vision is simple. We want to create a world where meetings, presentations, and training sessions are the least frustrating parts of doing business. We do that by providing the most practical, personal, efficient, and long-lasting business communication training available. Our work requires a close partnership with our clients, a partnership built on mutual trust, frequent communication, and deep insight into client needs and goals.

## Getting Business Done & Developing Leadership Skills

Everything we do is designed to help people get business done as efficiently as possible. Too often, business people are tied up in knots about the best way to prepare for and manage face-to-face and virtual communication. Sometimes this leads to inefficient overpreparation or frustrating attempts to follow advice that's not right for them. Other people struggle and fail to find the right way to manage their nervousness. The work we do untangles these and other knots.

While a particular workshop may focus on a specific business goal—closing a deal, making a decision, learning something new, or gaining alignment—all of our training is designed to help people be more comfortable, effective, and confident communicators. When employees communicate more effectively, their leadership skills improve, and their careers advance. That means good things for your team and company.

We Are Guided by These Three Principles

1. **The Orderly Conversation®**
   We have a very practical, fluid definition of what it means to present and facilitate. We understand that presentations are often very interactive and require the skills of a facilitator. We also know that group facilitators and trainers can only succeed when they are comfortable in the role of presenter and leader. We define all of these business communication processes as Orderly Conversations. Through this definition, we help people focus on the essential tension between what makes these types of communication orderly (clear goals and structure) and what makes them a conversation (responsiveness and spontaneity).
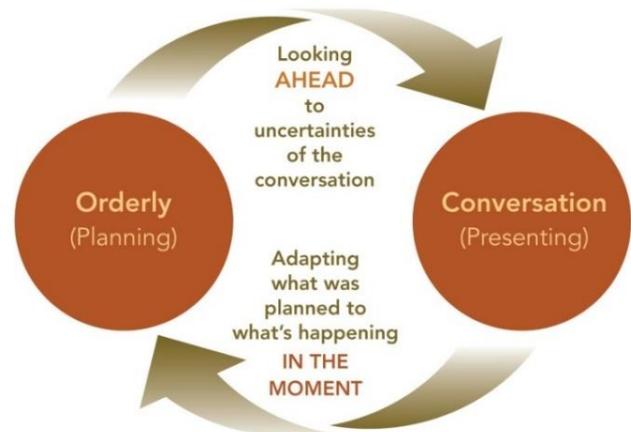
2. **Find your focus. Be yourself. Only better.**
   We believe that it is our job to help people preserve their personality and natural communication style, no matter what internal challenges or external obstacles they face. To do that, we simplify improvement as much as possible, help people be aware of and rely on their strengths, and offer practical strategies to help them manage the in-the-moment pressures of presenting and facilitating.

3. **Business Communication Succeeds on Two Levels**
   The first level of success has to do with whether the goal of the presentation or meeting was met. Was the deal closed, did the team agree, are they aligned, or did they learn the new skill? The second level focuses on the process of getting there. Did the presenter create the conditions for a fruitful conversation? Did the facilitator earn the trust and goodwill of the group? Did they make the process easy for everyone? Did they manage the give and take fairly and efficiently? Often the first level of success isn't achieved (at least not efficiently) because of failure on the second. We help people succeed on both levels.

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More about Turpin's Approach to Skill Building

Real-life Communication Situations
We don't avoid the complexities of real-life content. During our workshops, participants practice an upcoming presentation, meeting, or training session. This gives them the best opportunity to receive very practical feedback as they assess and build their skills.

Blended Learning and Skill Reinforcement
Through eCoach, our online learners' portal, we provide (1) pre-work to make the live workshop more efficient and (2) skill reinforcement opportunities to help learners apply what they've learned to the situations they face outside of the classroom. Resources vary from workshop to workshop but may include pre-work, on-demand video, between-session assignments, job aids, class recap letter, learner videos, blog articles, and more. Optional post-workshop coaching is available. Additional fees apply.

Engagement Skills
We don't just talk about how presenters and facilitators need to be engaged in the conversation. We define engagement in practical terms and explore the connection between disengagement and nervousness. Then we develop the skills people use to initiate and sustain the conversation. When people are engaged, they are in control, self-aware, connected to others, able to think on their feet, and they feel comfortable with the presentation process.

Private Video Review and Coaching
We believe in private video review. Participants in our workshops are recorded in front of their classmates, but their videos are not replayed for the group. Instead, after each person is recorded, he or she moves to a breakout room and watches the video privately with the second instructor. We do this for a couple of reasons. First, private video review prevents embarrassment—even the best presenters are often surprised by what they see. Second, video coaching provides a level of personal attention that's impossible to achieve in front of the group.
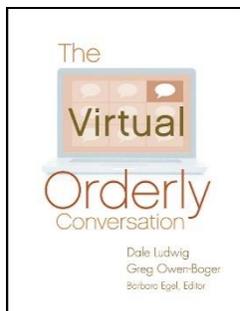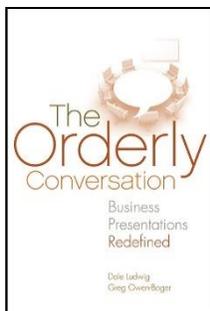
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Blog:
https://blog.turpincommunication.com/blog

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About Our Team

Turpin Communication's Founder, Dale Ludwig, and Vice President, Greg Owen-Boger, are the co-authors of *The Orderly Conversation: Business Presentations Redefined*, which challenges conventional thinking about what it means to present and facilitate in today's business environment and replaces it with something better. The book has been called "groundbreaking" and "eminently practical." Their second book, *Effective SMEs: A Trainer's Guide for Helping Subject Matter Experts Facilitate Learning,* was published in 2017 by ATD Press. Both books are available at amazon.com. Their latest, *The Virtual Orderly Conversation,* launched in 2020 and is available through the Turpin website. Both Dale and Greg hold the Bates ExPI™ coaching certification.

Dale Ludwig is the Founder and President of Turpin. Over the past 26 years, he and his partners have developed methodologies that challenge much of the conventional wisdom in the field. Working with presenters, facilitators, and trainers, Turpin's work (1) focuses on The Orderly Conversation® that must take place, (2) acknowledges the Default Approach that every presenter and facilitator brings to that process, and (3) helps communicators develop the skills they need to engage listeners in a productive interaction. Dale has a PhD in Communication from the University of Illinois at Urbana-Champaign. He is a frequent blogger and is the author of the white paper "Getting Past 101," which can be downloaded at www.turpincommunication.com.

Greg Owen-Boger is the Vice President of Turpin. Schooled in management and the performing arts, Greg brings a diverse set of skills and experiences to the organization. He joined Turpin in 1995 as a cameraman and quickly worked his way up. He now serves as a communication trainer and coach for Turpin's largest clients. Greg was the 2015 President of the Chicagoland Chapter of the Association for Talent Development. Like Dale, he is a frequent blogger and makes guest appearances on several blogs and podcasts. He is among many thought leaders who contributed to *Master Presenter: Lessons from the World's Top Experts on Becoming a More Influential Speaker.*

Turpin Communication instructors and staff are dedicated to providing the best presentation and facilitation skills training available. As you can see in these short biographies of other team members, our skills as instructors, coaches, instructional designers, and virtual communicators are enriched by our diverse backgrounds.

Dana Peters (Director of Sales/Facilitator/Coach) has spent the past 20 years in leadership roles implementing strategic plans and leading solution-based sales, service, and business development initiatives. After participating in one of Turpin's public workshops, she became a huge fan and decided to join the team. Dana was instrumental in developing Turpin's virtual training programs. In her previous life, Dana spent 15 years in the credit union industry as the Executive Vice President of a mid-sized credit union in Milwaukee. She holds a BA in Psychology and Sociology from St. Ambrose University. Dana holds the Bates ExPI™ coaching certification.

Mary Clare Healy (Facilitator/Coach) is an experienced learning and development professional with a strong background in instructional design, facilitation, and coaching as well as adult learning strategy. She started facilitating for Turpin in 1996. After taking a break for about a decade to explore other opportunities, she is back. While on hiatus, she worked as the Global Director of L&D for a multinational data/information company. Her responsibilities encompassed executive and leadership programs, continuous performance, and professional and functional training to help drive the organization's strategy. She is passionate about helping others grow their careers. Mary Clare holds the Bates ExPI™ coaching certification.

Sarah Stocker (Coach/Virtual Host/Workshop Coordinator) graduated from Bowling Green State University with a Bachelor of Arts in Communication. She spent her first 5 years post-college focusing on the Arts part of her degree, working as a Stage Manager in the theatre world. Then she began slowly shifting to the Communication side of her degree. Naturally reserved, Sarah knows a thing or two about the anxiety that comes with speaking to groups. Having overcome her fear of being in the spotlight, she is uniquely positioned to help others through it as well. Sarah's primary focus with clients is as a Virtual Host.

Kevin Vogelsang (Operations Manager/Virtual Host) graduated from Governors State University with a BA in Mathematics. Kevin joined the Turpin team in 2016. With his can-do attitude, he wears many hats at Turpin. He manages the office, keeps the books, and implements SEO strategies. He also performs the role of Host for many virtual sessions led by Turpin. Generally, Kevin ensures that the lights stay on, and nothing is overlooked in the operations of our fast-paced business.

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