

Opinion, Anyone?

A Communispond Mini Case

The Chairman has asked you to brief her on the pros and cons of moving your manufacturing offshore.

You have your own opinion. Should you share it?

(Circle single most appropriate answer)

- A. Absolutely. Conclude your presentation of the facts with a succinct recommendation and rationale.
- B. First get a reading on where the Chairman is coming from. Only volunteer your opinion if you're confident it won't conflict.
- C. Briefing means briefing. Try to keep your opinion out of things and present the merits of each option in a balanced way.
- D. Wait until you've completed your briefing, then ask the Chairman if she'd like your opinion.

(Break seal and open to reveal Communispond solution)



COMMUNISPOND™

52 Vanderbilt Avenue, 7th Floor | New York, NY 10017
p: 212-972-4899 | f: 212-972-4855
www.communispond.com



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Communispond Mini Case Solution

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A. Absolutely. Conclude your presentation of the facts with a succinct recommendation and rationale.

Rationale:

- ▶ Turn your knowledge into power—by recommending a course of action. Otherwise you'll be seen as a messenger, undeserving of your office. Even if your boss disagrees and wants to explore other alternatives, you will have been a catalyst for action, and more likely to be appreciated for your contribution.
- ▶ Also, be sure to limit any briefing to the crucial aspects required to support a decision. Don't let your enthusiasm for the topic lead to a distracting data dump.
- ▶ Begin by personally connecting with the person you are briefing—perhaps by referencing something they have said or written affirming the importance of the topic.
- ▶ Take control of the briefing up front by staking out your agenda (3 items, 20 minutes at most). But do confirm that this is acceptable.

Want to know more? Please complete and return the enclosed postage-paid reply card and we'll send you an executive summary from *"Talk Your Way to the Top"* by our founder and thought leader Kevin Daley. No charge or obligation, of course.

About Communispond

Communispond is the resource of choice when there's a lot riding on how well you communicate in public.

Once limited to a leadership elite (we have personally served 62 board chairmen, 362 company presidents and 3100 sales executives) you may now tap Communispond for any population that must hold their own in high stakes communications situations, including:

- Sales forces battling to beat quota and increase market share
- Marketing departments launching new products and services
- Technical teams managing mission-critical projects
- Leaders instigating change

Not a "finishing school" for employees who didn't pay attention in grammar school, Communispond is applied learning that's less about talk, and more about action. We help your people express themselves in ways that inspire others to buy in and pitch in.

Today, after 30 years of research and field trials, Communispond offers a comprehensive suite of skills to help your key people excel in virtually every situation. Our clients include 312 of the Fortune 500 and Communispond "graduates" number more than 375,000 individuals representing hundreds of industry leaders all over the globe.