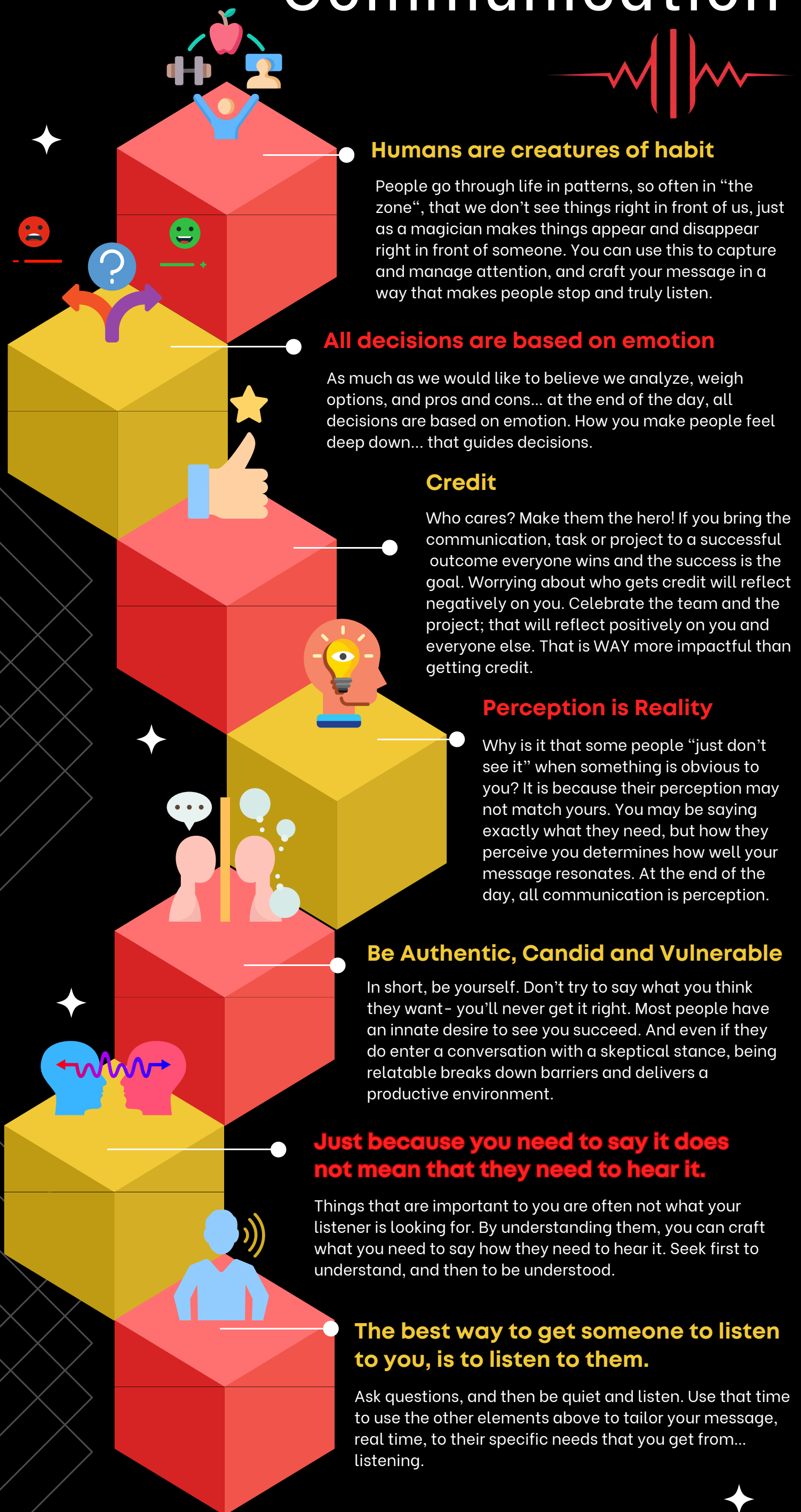


The Seven Tools of Tactical Communication



Tactical Communication

How do you communicate so people WANT to hear what you have to say? Imagine how much success you can realize when your teams are truly engaged, motivated, and resilient. It’s all about people, and people are all about communication.

Tactical Communication is communication with a purpose and a plan. Decisions are based on emotion; whether to buy, subscribe, laugh at your joke, agree with your position or even just listen to you. Tactical Communication teaches how to develop rapid rapport and design audience-centric communication that creates meaningful connections with positive outcomes.