



2026 OPEN PROGRAMS

ATLANTA, GA

Our Open Programs allow companies to evaluate programs for in-house groups or send individuals for professional development. Either way, it's a great introduction to SW&A and our fundamentals for developing and delivering ideas effectively.



BUILDING COMPELLING STORYLINES (CONTENT)

Most listeners give a communicator about 30 seconds to set a message and direction for their storyline. An effective communicator learns how to format ideas to frame a message and set the structure quickly to keep the listener(s) involved.

We teach how to organize a storyline, create a compelling message and leverage stories to be sure sound bites are heard and remembered.

Key Components:

- Understanding Listener Expectations
 - Developing a Framework
 - Creating a Powerful Message
- Driving Memorable & Repeatable Outcomes

AUG. 19 • NOV. 18



PERSONAL STYLE & DELIVERY (STYLE)

Personal style, is presence, the ability to engage an individual or a group from the start of a conversation. An effective communicator comes across as confident and credible, conveying a sense of commitment to their topic and a personal interest in connecting the topic to each listener.

The SW&A approach to style teaches the intentional choices communicators make to deliver on those impressions.

Key Components:

- Taking Ownership for Impressions
 - Standing Your Ground
- Gaining Consistency Across All Situations
- Engaging an Audience of One or One Hundred

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PRICING: \$1,200/program or both for \$2,000 with code swa26

Questions? Email connect@sallywilliamson.com • Learn more and register at sallywilliamson.com