



## **A New Framework** **THE POWER OF FOCUSED COMMUNICATION™**

Focused Communication introduces an elegant approach to streamlining all forms of communication. This framework creates the foundation for the new mindset and skill set delivered throughout the Streamline Certified programs.

## **A New Mindset** **THE ART OF FOCUSED COMMUNICATION™**

Focused Communication offers a new perspective that emphasizes goal-orientated communication. In funneling real-world objectives through filters for our Audience, Message and Action, we quickly learn to aim our Ideas more directly.

## **A New Skill Set** **BEST PRACTICES FOR MODERN COMMUNICATION™**

Streamline Certified introduces best practices that can be applied to all aspects of modern business communication. Techniques designed for real-world application make it simple to incorporate Streamline principles immediately.

## **GET MORE DONE WITH LESS EFFORT BY OPTIMIZING THE QUALITY OF YOUR INTERACTIONS.**

### **MORE FOCUS**

Increasing focus in our communication creates exponential clarity in our ideas, message and objectives.

**Streamlined communication stand out.**

### **LESS FRICTION**

Reducing friction in our communication allows our ideas to travel further, faster, and with greater ease.

**Streamlined communication make an impact.**

### **PRODUCTIVE COMMUNICATION**

Action-oriented communication focuses on moving our ideas forward and toward completion.

**Streamlined communication gets the right work done.**

**When we shift our focus from quantity to quality, everything changes.**

# LESS SAID. MORE DONE.

## THE PROGRAM

### Leadership program

webinar or in-person presentation

### Fundamentals Workshop

- 1 day program
- The Art of Streamlining
- Focused Communication
- Streamlining in Practice
- Championing Streamlining

### Advanced Workshop

- Role-Playing Exercises
- Streamline Expertise

### 20 Modules

### Toolkit Website

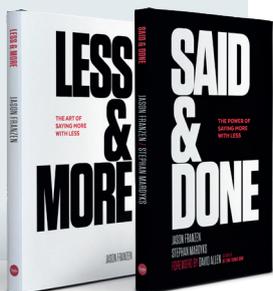
### 100 Memos

### Executive Coaching

### Consulting

### 2 Books

- LESS & MORE
- SAID & DONE



## THE MODERN COMMUNICATION PROBLEM

The quantity and speed of interactions has reached an untenable level.

Technology has promised to be the solution, with more tools and systems to manage the increasing flow of communications.

But technology has only made it worse.



**Over 50% of our day is spent managing interactions instead of doing our job.**



**For many, over 6 hours each day is devoted to email alone.**

## THE STREAMLINE SOLUTION

Streamline offers a new mindset that changes our approach from constant reaction – playing defense – and turns it around to take proactive control – playing offense with our communication.

With Streamline, a shift toward fewer, high-quality interactions can replace countless inefficient ones. Making it truly possible to:

**Get more done with less effort.**

1 / Workfront, 2015 - the State of Enterprise Work

2 / Adobe System Inc poll, 2016