

Communicating with IMPACT

Patrick Donadio, MBA, CSP, MCC, Executive Coach and Speaker

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In today's high-tech world, good old-fashioned, verbal communication is not as good as it used to be. In this practical and engaging presentation, you will learn a practical six-step system to improve communication and get better results. Patrick looks at how we lead, communicate and present information because very often the message we send is not necessarily the same message others receive! Improved communications leads to improving your bottom line, enhancing relationships, building teams, managing change, gaining, and retaining customers, and better service.

- **Intention** – Teach you how to craft a powerful intention statement
- **Message** – Learn how to create, structure, and plan your message and chose the best method to achieve your intention
- **Person** – Identify and utilize the four fundamental behavioral styles (DISC) to personalize the message
- **Activate** – How to keep you and the receiver engaged. Discuss active listening skills to help you stay focused and present
- **Clarify** – Explore techniques to summarize and check for understanding
- **Transform** – Show you how to transform your words into actions to get greater results

In Patrick's book, [Communicating with IMPACT](#), you'll discover:

- A practical **6-Step Process** to improve how you lead and communicate
- 5 Tools to **craft** a message and **achieve** your intention
- How to **identify** and **utilize** the four fundamental **communication styles**
- 21 **active listening skills** to help you stay focused and present
- Strategies to **engage** your receive and audience and keep their **attention**
- When to stop **thinking linear** and how **perfectionism** is getting in the way
- How to **transform** words into **actions** and actions into **results**
- Plus a "Communication Inventory" to rate your current communication skills!

Patrick's IMPACT process will help you improve communication, lead more effectively, present with power, increase sales/profits, build better relationships, and boost your overall performance.

Suggested IMPACT Questions

I know you are good a creating your own questions. Here are a few suggested questions to get you thinking:

1. What prompted you to create this practical 6-Step IMPACT process to improve communication and achieve greater results?
2. What are the six Keys in the IMPACT Process?
3. Which Key is the easiest to forget?
4. What is Message Management
 - a. Why is it sometimes hard to create content?
5. How do you Personalize the message?
6. Activate Step you talk about the importance of keeping you and the Receiver Activated - Why is it hard to be a good listener?
7. How do you activate/engage others in your communication?
8. Clarify Step talks about make sure you both get the same message - Why is this important? (Answer: Selective Perception – message is screened by the receiver)
9. Transform – Talking versus Taking Action. What are the two type of transformation? (Answer: Internal and External)
 - a. What is the distinction between the two
10. Many people think communicating is an event, why is this not always true?

Patrick Donadio, MBA, CSP, MCC

Podcast Guest | Communication Strategist | Speaker | Coach



About Patrick

Patrick Donadio, the author of “Communicating with IMPACT”, has been on both sides of the microphone, as a media guest and a media host. He has hosted radio, television, and internet talk shows as well as appeared nationally and locally on broadcast media and in print.

Did you know:

- *91% of 1,000 employees said “communicating well” is the one critical skill their leaders lack (Inc.)
- *77% of employers say that soft skills are just as important as hard skills (Smarp)
- *69% of managers are not comfortable communicating with employees (HR Technologist)
- *Companies lose on average \$62.4 million per year because of inadequate communication to and between employees (SHRM)

Patrick’s energetic, engaging, and thought-provoking style, challenges your listeners to change their behavior and leave excited to try new ideas, takes risks, and grow! Based on the teachings and strategies found in his book, *Communicating with IMPACT*, Patrick shares his practical IMPACT process, in an engaging and entertaining way, to help your listeners:

- Craft a clear and focused message
- Improve the communication flow up, down, and across the organization
- Listen more effectively to empower others to develop solutions
- Deliver a more powerful presentation to engage others
- Save time and reduce errors
- Leverage the ideas, skills, and talents of your workforce
- Shift mindsets to increase performance and achieve greater results

The delivery of the message is just as important as the message itself. And with Patrick, you get both! His original, entertaining, real-life anecdotes keep audiences laughing, while his proven, practical ideas provide tools to take action and get results.

Audiences learn through interactive and engaging conversations. Patrick is a master at facilitating. He weaves the participant’s ideas, comments, and thoughts into the presentation and encourages attendees to apply strategies and focus on improving. Patrick delivers transforming programs that will immediately make a greater IMPACT on your people, customers, and bottom line.

Patrick has been [speaking](#) nationally and internationally since 1986. He combines his expertise as a Master Certified Coach (MCC) with the experience of being a Certified Speaking Professional (CSP™) to address the concerns of your audience in a manner they can relate to and enjoy!

Learn More About Patrick

- WEBSITE - <https://www.patrickdonadio.com/>
- LINKEDIN - <https://www.linkedin.com/in/patrickdonadio/>
- FACEBOOK - <https://www.facebook.com/patrick.donadio/>
- TWITTER - <https://twitter.com/PDonadio>

Ideas for Episode Titles/Main Focus:

- Anyone can talk... successful Leaders are "Communicating with IMPACT"
- It's All About Relationship - Interpersonal Communication Skills
- The Lost Art of Active Listening - A skill we don't teach people...
- Worse than Death - Secrets to Speaking/Presenting to Groups (Live and Virtually))
- Communicating with Style - The Golden Rule doesn't work that well when it comes to communicating with others.

Questions Patrick is always ready to answer:

- What prompted you to create this practical 6-Step IMPACT process?
- What are the six Keys in the IMPACT Process to improve communication and achieve greater results??
- Which Key is the easiest to forget?
- What is Message Management? How do you decide which Method to use when communicating?
- How do you Personalize the message/What are the 4 Personality Styles?
- In the Activate Step you talk about keeping you and the Receiver Activated – Why is it hard to be a good listener?
- How has Covid changed the way we Activate the receiver?
- Clarify Step talks about making sure you both get the same message – Why is this important?
- Transform – Talking versus Taking Action. What are the two types of transformations you want to make?
- Many people think communicating is an event, why is this not always true?

Noteworthy podcast episodes Patrick has been a guest on:

- Aim Higher: Podcast with Purpose: <https://youtu.be/CCQTxcfrQY>
- Improv is No Joke: <https://petermargaritis.com/ep-62/>
- More than a Few Words: <https://morethanafewwords.com/444-patrick-donadio/>

Guest Tags

- **Communication Skills**
- **Leadership Development**
- **Entrepreneur**
- **Business Growth/Development**
- **Self-Employed**
- **Presentation Tips - Live or Virtually**
- **Personality Styles**

GUEST'S APPROVED MEDIA IMAGES – go here <https://www.patrickdonadio.com/media/> scroll down to find photos

BIO

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As a communication strategist for 30+ years, Patrick Donadio delivers custom, high-value, [Live](#) and [Virtual](#) presentations to help leaders and their teams communicate clearly, lead effectively, present powerfully, listen attentively, and make a greater IMPACT on their bottom line through my engaging keynotes, practical training programs, and [one-on-one coaching](#).

Patrick one of a handful of people in the world to hold both the highest earned designation in both the speaking (Certified Speaking Professional™ - NSA) and coaching fields (Master Certified Coach - ICF).

DESIRED CTA

Send audience to: <https://www.patrickdonadio.com/> to learn more about Patrick

My Call to Action (CTA) is twofold:

- My Book (see link) - "Communicating with IMPACT" available on my website and Amazon (and other book sellers) <https://www.patrickdonadio.com/product/communicating-with-impact/>
- IMPACT Services (Live or Virtual) - Communication Leadership Development Speaking, Training Workshops or Coaching - <https://www.patrickdonadio.com/shop/>