

Communicating with IMPACT Media Overview

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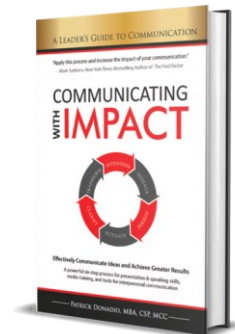


We spend 80% of our waking day in some form of communication. In today's technology-driven age, effective communication is key. Patrick's foundational book, "Communicating with IMPACT" offers a **practical 6-step IMPACT process** to enhance your communication skills, leading to better relationships, engaging presentations, better customer service and retention, and improved bottom line.

- **Intention** – Learn how to craft a powerful intention statement
- **Message/Method** – Discover how to create, structure, open/close, and plan your message. Also learn how to determine the best method to achieve your intention - from emails, texts, and phone calls to virtual meetings and in-person presentations.
- **Person** – Identify/utilize the four fundamental behavioral styles (DISC) to personalize the message to the receiver(s).
- **Activate** – How to keep you and the receiver engaged physically, mentally, and emotionally. Discuss various active listening skills to help you stay focused and present
- **Clarify** – Explore techniques to summarize and check for understanding and how to Handle Questions.
- **Transform** – Uncover how to transform your words into actions to get greater results

In Patrick's new 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!

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.

Guest Tags

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

Questions Patrick is always ready to answer:

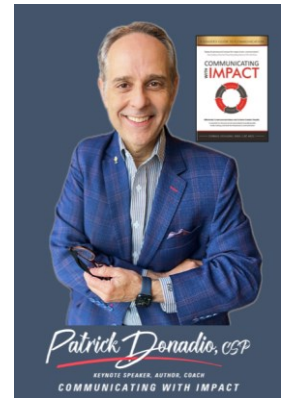
1. What prompted you to create this practical 6-Step IMPACT process?
2. What are the six Keys in the IMPACT Process to improve communication and achieve greater results??
3. Which Key is the easiest to forget?
4. What is Message Management? How do you decide which Method to use when communicating?
5. How do you Personalize the message/What are the 4 Personality Styles?
6. In the Activate Step you talk about keeping you and the Receiver Activated – Why is it hard to be a good listener?
7. How has COVID-19 changed the way we Activate the receiver?
8. Clarify Step talks about making sure you both get the same message – Why is this important?
9. Transform – Talking versus Taking Action. What are the two types of transformations you want to make?
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

BIO [Patrick Donadio](#): As a communication strategist for over two decades, 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 is one of a handful of people in the world to hold the highest earned designation in both the speaking (Certified Speaking Professional™ - NSA) and coaching fields (Master Certified Coach - ICF). 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/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/year due to inadequate communication to/between employees (SHRM)

WHY Patrick?

Patrick’s energetic, engaging, and thought-provoking style challenges your listeners to change their behavior and leaves them excited to try new ideas, take 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. His original, entertaining, real-life anecdotes keep audiences laughing, while his proven, practical ideas provide tools to take action and get results. He weaves the participant’s ideas, comments, and thoughts into the interview and encourages attendees to apply strategies and focus on improving.

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>

Noteworthy podcast episodes Patrick has been a guest on:

- [Aim Higher Podcast – Communicating with IMPACT Interview – Video](#) (16:29 minutes)
- [Communicating with IMPACT – Aim Higher – Audio](#) (31:32 Minutes)
- [More Than a Few Words – Are you Communicating with IMPACT – Audio](#) (12:35 minutes)
- [More Than a Few Words – Are you Presenting with IMPACT – Audio](#) (13:07 minutes)
- [Improve is No Joke – Communicating with IMPACT Interview – Audio](#) (56:54 Minutes)

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

The DESIRED Call to Action (CTA) is twofold, Send the audience to:

- Website: <https://www.patrickdonadio.com/> to learn more about Patrick and his book "**Communicating with IMPACT**" which is available on his website <https://www.patrickdonadio.com/product/communicating-with-impact/> and [Amazon](#) (and other booksellers)
- [IMPACT Services](#) (Live or Virtual) - Communication Leadership Development Speaking, Training Workshops or Coaching Services- <https://www.patrickdonadio.com/shop>