



Michael Foley is the founder of Clarity Central. His stories, humor and ability to connect on a personal level have been at the core of his success as a speaker, corporate trainer and coach.

Prior to Clarity Central, Michael excelled in sales and marketing at General Electric. As a result, he has developed talks and courses that are practical and powerful. His "zero fluff" approach to education is highly engaging for even the toughest of audiences. Michael is a certified coach, has an MA in Human Development, and a USCG captain's license.

Scott Nelson is a certified effectiveness coach. His emotional intelligence, authentic feedback and ability to teach personal awareness have been at the core of his success as an executive coach and life coach. Prior to Clarity Central, Scott worked at Mayo Clinic as a conflict resolution mediator for patients and physicians. Scott has worked with people of incredibly varied backgrounds, from African Maasai tribes in Tanzania, to executive leaders in corporate America, to teenagers in local high schools.



Most useful and worthwhile training session I can ever recall attending in my 20+ years and is now a "must" for my team!
Leif Nygaard, Wells Fargo

Michael's training are our highest rated... our team members immediately put the skills to use in their everyday work situations.
Marie Doran, Jennie-O Turkey Store

Our employees have really responded to the practical, high-level techniques taught in these sessions.
Randy Krug, Hormel Foods

The results were amazing...fun, engaging and extremely hands-on. One of the best investments I've made on behalf of our company!
Andrea Mallen, MoneyGram International

I've got 21 years of experience and this is the best session I've ever been to.
Tom Jones, General Electric

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Communication Skills

With Clarity Central



CLARITY CENTRAL®



Communication Skills Training

Effective communication is essential at every level in today's business environment. The amount of information that employees must respond to each day is practically



overwhelming and has subsequently become a major obstacle to success and productivity. To be heard above the din, we must communicate in a variety of situations with clarity and purpose. The individuals who possess these skills will have a significant competitive advantage in the marketplace. To that end, we have designed our courses to be fast-paced, engaging, and most of all – immediately applicable.

Speaking on the Spot® is a practical, intensive workshop that is based on Aristotle's Rhetoric – clarity, passion, and credibility. This course is comprehensive and covers everything from structuring ideas, to making a point and proving it, to responding to difficult situations persuasively. This topic is often the most important component within various leadership development programs.

"What you are thunders so loudly that I cannot hear what you say to the contrary."

Ralph Waldo Emerson

Persuasion Skills

- Master the skills necessary to respond persuasively.
- Speak confidently in a variety of difficult, extemporaneous situations.
- Cultivate cooperation and understanding while being direct and clear.
- Organize your ideas clearly to deliver your message persuasively.
- Present and sell a product, service or idea convincingly.
- Understand how credibility is the foundation of true persuasiveness.
- Use interesting & relevant examples, stories and analogies to make your point.
- Explain technical information in a simple and understandable way.
- Discover the effectiveness of open, authentic communication.

Presentations That Deliver® is a practical workshop designed to enhance each participant's ability to provide persuasive presentations with clarity and impact. This course will cover everything from getting clear on your message, to designing a formal talk, to expressing yourself with authenticity, to delivering powerful presentations with good mechanics. Each participant is filmed using state-of-the-art technology while receiving individual coaching. This topic is especially relevant and practical for managers

who want to really pull out the stops, experiment and stretch their comfort zones to become excellent speakers.



Performance Skills

- Use the mechanics of voice, eye contact, gestures, stance and movement effectively.
- Gain and hold your audience's attention by communicating with a confident presence.
- Connect with your audience and make a lasting impact.

Presentation Design

- Quickly and easily design a persuasive presentation.
- Utilize an easy to follow structure to maximize retention.
- Organize your talk by anticipating what your audience needs to hear and likely questions.



Audience Involvement

- Use relevant facts and figures to prove your point and make a persuasive argument.
- Gain your audience's attentions with memorable stories and examples.
- Create lasting memory with visual aids, charts, graphs and pictures.

PowerPoint Design

- Utilize PowerPoint technology to supplement you and your message.
- Quickly and easily create slides to compliment the presentation message.
- Utilize specific guidelines in developing slides that are easy to read and comprehend.