



MasterClass Level 1: Communicating to Influence

| | | |
|------------|--|--------------|
| Lesson 1: | Introduction: Why Communication Matters | 5:34 minutes |
| Lesson 2: | The Pinnacle Method & The Science of Influence | 8:34 minutes |
| Lesson 3: | Activating Intention & Objective | 5:04 minutes |
| Lesson 4: | Analyzing Your Audience | 8:12 minutes |
| Lesson 5: | Creating a Strong First Impression | 7:34 minutes |
| Lesson 6: | Active Listening | 8:34 minutes |
| Lesson 7: | Managing Your Nerves | 7:01 minutes |
| Lesson 8: | Three Phases of Preparation | 6:34 minutes |
| Lesson 9: | Projecting a Confident Presence | 8:34 minutes |
| Lesson 10: | Effective Gestures and Movement | 7:01 minutes |
| Lesson 11: | Using the Voice to Influence | 8:34 minutes |
| Lesson 12: | Effective Storytelling (Part 1) | 7:34 minutes |
| Lesson 13: | Effective Storytelling (Part 2) | 6:28 minutes |
| Lesson 14: | Impromptu Speaking | 7:34 minutes |
| Lesson 15: | Answering Questions with Credibility | 7:34 minutes |
| Lesson 16: | Writing Effective Emails | 5:34 minutes |
| Lesson 17: | Structuring Your Content | 8:35 minutes |
| Lesson 18: | Master Introduction | 7:30 minutes |
| Lesson 19: | Master Closing | 5:20 minutes |
| Lesson 20: | Summary and Next Steps | 1:34 minutes |

Example Lesson Two

- The Pinnacle Method & The Science of Influence
- Lesson Summary
- Three Simple Steps To Engage And Influence
- Exercise/Tool: Audience Analysis

Video 2 min sample

PDF

Article

PDF

[Click to Access](#)

[Click to Access](#)

[Click to Access](#)

[Click to Access](#)

MasterClass Level 2: Leadership Communication

| | | |
|------------|--|--------------|
| Lesson 1: | Introduction: Leadership Communication | 5:34 minutes |
| Lesson 2: | The Pinnacle Method & The Science of Influence | 8:34 minutes |
| Lesson 3: | Activating Intention & Objective | 5:04 minutes |
| Lesson 4: | Projecting Executive Presence | 6:24 minutes |
| Lesson 5: | Defining Your Personal Brand | 8:34 minutes |
| Lesson 6: | Style-Flexing to Meet the Moment | 5:34 minutes |
| Lesson 7: | Mutuality and Psychological Safety | 7:34 minutes |
| Lesson 8: | Creating Stronger Teams | 6:34 minutes |
| Lesson 9: | Delivering Effective Feedback | 9:34 minutes |
| Lesson 10: | Receiving Feedback Effectively | 7:04 minutes |
| Lesson 11: | Leading a Team through Change | 8:34 minutes |
| Lesson 12: | Motivating Language Theory | 8:34 minutes |
| Lesson 13: | Mental Contrasting | 5:14 minutes |
| Lesson 14: | Running Effective Meetings (Part 1) | 7:34 minutes |
| Lesson 15: | Running Effective Meetings (Part 2) | 8:34 minutes |
| Lesson 16: | Creating Powerful Visual Aids | 6:34 minutes |
| Lesson 17: | Controlling Your Audience | 5:34 minutes |
| Lesson 18: | Handling Challenging Questions | 6:34 minutes |
| Lesson 19: | Managing Difficult Conversations | 8:34 minutes |
| Lesson 20: | Summary and Next Steps | 1:34 minutes |