



Less is more **powerful.**

considerate

clear

focused

dramatic

efficient

productive

effective

inspiring

elegant

confident

honest

calm

moving

thoughtful



Modern communication has made it easier to connect with anyone, anywhere at any time.

Yet, the complexity of today's communication causes our ideas and messages to get lost in a sea of connections and coded language.

The challenge now is getting others to **focus** on what we're saying.

It's time for a **more simple** approach.

Streamlined communication uses the power of focus to make your messages stand out.

When we eliminate distortion and friction, our message can carry ideas farther and faster—while making more impact with less effort.

Less is truly **more powerful**.

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.

5 PRINCIPLES OF FOCUSED COMMUNICATION

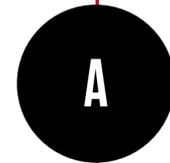


THE FRAMEWORK



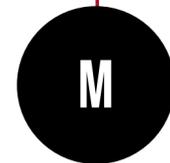
Idea

Focused Communication directly connects an idea to an objective.



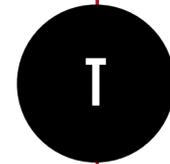
Audience

Focused Communication is tailored specifically to the audience.



Message

Focused Communication states a straightforward message.



Technique

Focused Communication uses appropriate tools and technique.



Action

Focused Communication makes clear the essential action.



Objective

I AM TAO.

Tao is an ancient Chinese philosophy from the 6th century BC describing our path through life. The Tao is literally 'the way.'

STREAMLINE PROGRAMS

Streamline Certified delivers interactive workshops designed to introduce the methods and techniques of Focused Communication to teams and organizations.

1 Day Workshop

BLOC 1

The Art of Streamlining

Understanding the core principles and approach to streamlining communication in order to achieve more with less.

BLOC 2

Principles of Focused Communication

Learn the framework of Focused Communication™ as a technique for improving all forms of communication.

BLOC 3

Streamlining in Practice

Apply the Focused Communication principles to the modern communication channels, including: email, presentations, meetings, calls, feedback and documents.

BLOC 4

Championing Streamline

Learn how every person who is Streamline Certified can become a catalyst for improving the communication of everyone with whom they interact.

Attendees of all workshops become officially Streamline Certified and receive an exclusive participant kit.

Advanced Workshop

The Advanced Streamline Certified Workshop is an add-on day to follow the 1 day Workshop. This day can be added 2 to 4 weeks after the 1 Day Workshop to refresh the primary messages through interactive exercises.

BLOC 5

Role-Playing Exercises

Participate in rich role-playing exercises designed to expose all participants to the daily opportunities for leveraging Focused Communication. The exercises place each participant in a role at a software company where clear communication is the difference between success and failure.

BLOC 6

Streamline Expertise

Learn advanced Streamline techniques specifically designed for managers and leaders to integrate Focused Communication into their business culture. Practical, ready-to-implement techniques will emphasize the power of communicating more with less.

STREAMLINE PROGRAMS

In addition to the core workshops, Streamline Certified also offers a foundation for expanded services customizable for teams and organizations of all sizes.

Seminars

Introduce the core Streamline principles to large audiences through this engaging event designed to present the power of Focused Communication and inspire organizations to adopt the principles of streamlined communication. Seminars can be tailored to organizational needs and available time windows—from 60 minutes to 2 hours.

Executive Coaching

Provide one-on-one Executive Coaching for individuals committed to making the strongest impact with the principles of Focused Communication. With a Streamline Certified Coach, individuals learn to naturally integrate Focused Communication into their work-style and lifestyle to achieve a new level of clarity in everything they do and communicate.

Consulting

Bespoke Streamline consulting solutions are available for teams and organizations of all scales. Streamline Specialists work with organizations to design and develop programs for integrating the Streamline practices in ways that transform an enterprise through Focused Communication.

STREAMLINE MODULES

Modular Format

Streamline Certified is structured around modules and blocs that can be tailored to individual organizational needs and areas of focus.

Master Certification

Master Certification in Streamline Certified is offered via virtual online training courses and coaching. Contact us to learn more about how you and your organization can become certified.

What is Streamlining?

Focused Communication

Clarifying Ideas & Objectives

Defining Your Audience

Stating Your Message

Your Tools & Technique

Communicating Actions

Communication Guidelines

Streamlining Written Communiqué

Streamlining Meetings & Calls

Streamlining Documents

Streamlining Presentations

Streamlining Feedback

The Streamline Memos

Personal Communication Style

Communication Assessment

Identifying Focused Communication

Urgent Communication Exercise

Strategic Communication Challenge

Guideline Creation Activity

The Focus Cards

Certification

PROGRAM MATERIALS

Streamline Certified offers an extensive array of support materials for trainers and participants.

Trainer Kit

Certified Streamline Trainers receive a Streamline Trainer Kit which includes:

300-page Leader Guide

- > 22 Module Scripts
- > Reconfigurable sequencing

Master Presentation Files

- > 22 Modules
- > Powerpoint & Keynote formats
- > Reconfigurable sequencing

The Art of Streamlining Book

The Power of Streamlining Book

Streamline Playing Cards

for Feedback activities

Participant Workbook

for reference

Streamline Certification Plaque

Participant Kit

Participants receive a Streamline Participant Kit which includes:

60-page Workbook

The Art of Streamlining Book

The Power of Streamlining Book

Streamline Playing Cards

Streamline Pens

Streamline Badges

100 Digital Memos

on flash drive

Access to the online Streamline Toolkit

Streamline Certification Plaque

Online Toolkit

All participants receive access to the online Streamline Toolkit which includes:

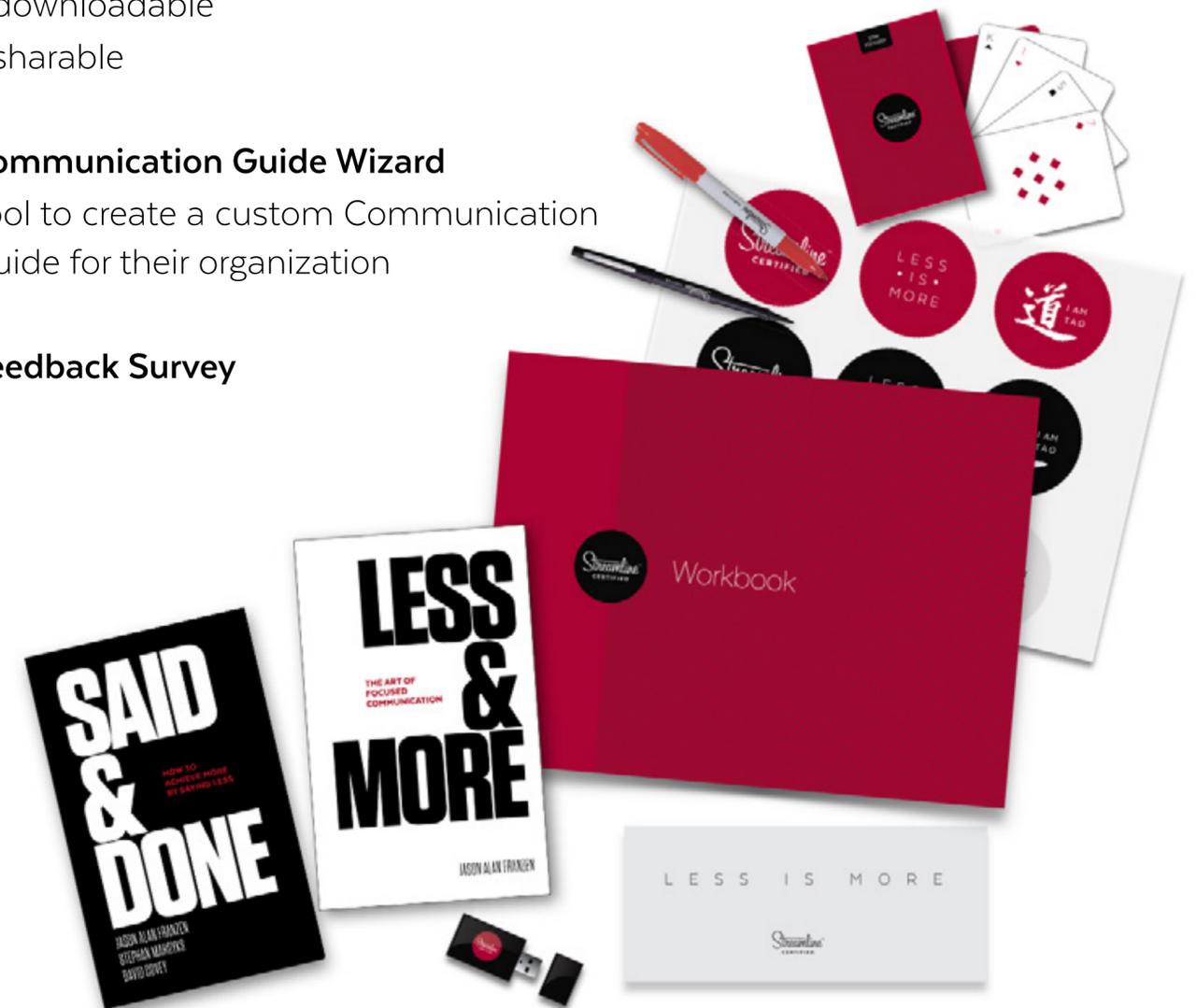
100 Digital Memos

- > downloadable
- > sharable

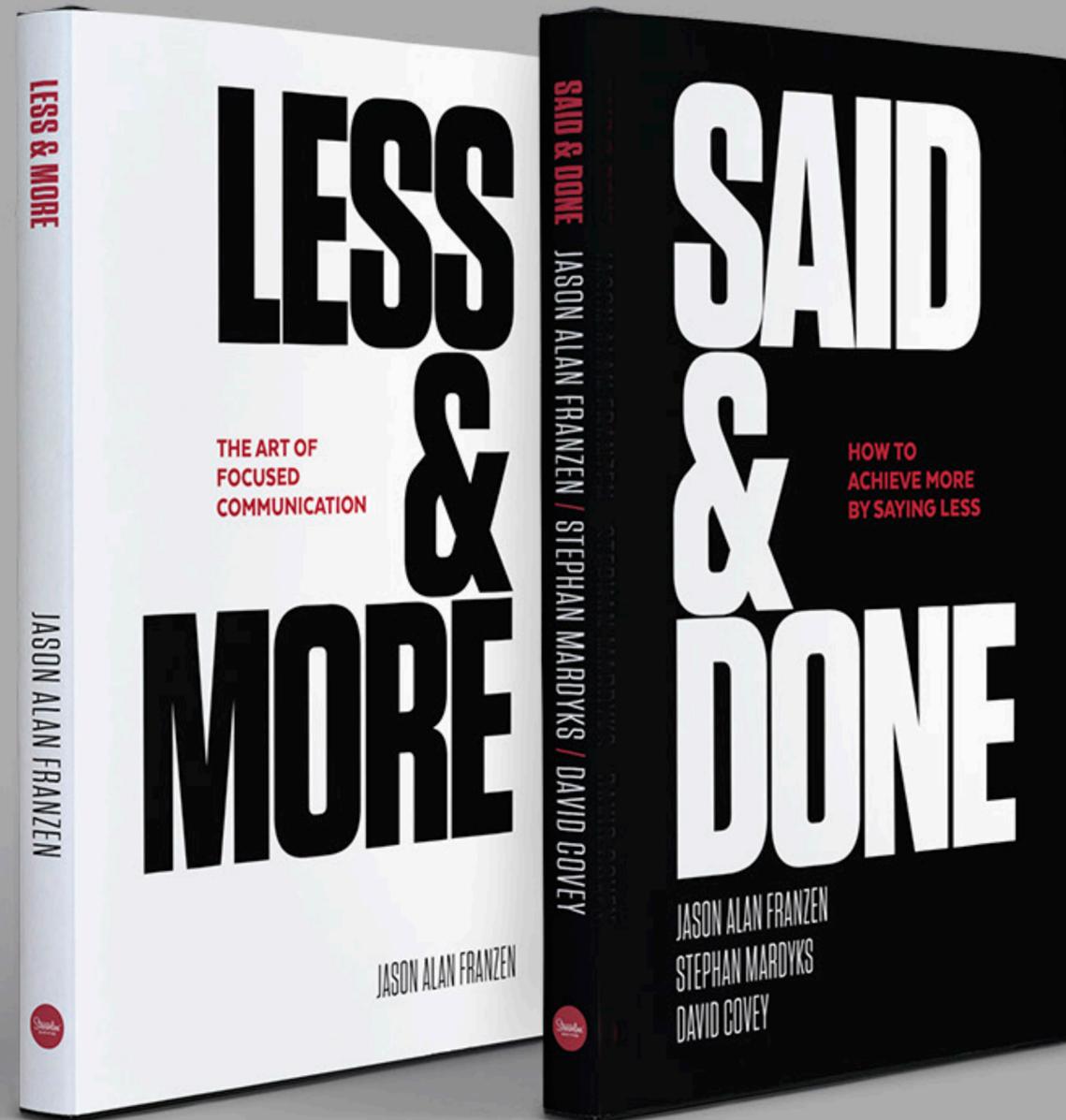
Communication Guide Wizard

Tool to create a custom Communication Guide for their organization

Feedback Survey



BOOKS



LESS & MORE

The Art of Focused Communication

An introduction to the philosophy and principles at the heart of Focused Communication.

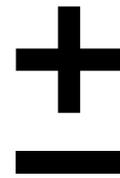
SAID & DONE

How To Achieve More by Saying Less

Application of the principles of Focused Communication in modern business environments.

The Streamline principles are the product of over 25 years of corporate communication consulting.

Through hundreds of client engagements, Streamline Certified has been refined into an elegant, and easily adopted set of values from which any organization can benefit.



DESIGN

Streamline Certified was designed and developed by Jason Franzen, the founder and principal of MORE SIMPLE, a boutique design agency focused on communication solutions. Jason's passion for presenting clear and well-designed messages led to the formulation of the principles of Focused Communication.

Learn more at JasonFranzen.com

LEADERSHIP

Streamline Certified is a Premier Partner with SMCOV. Founded by Stephan Mardyks and David Covey, SMCOV distributes the foremost training, coaching, and consulting solutions available throughout the world. SMCOV's decades of leadership experience with forward-thinking knowledge programs offers unmatched expertise for integrating Streamline into organizations of all sizes, throughout the world.

Learn more at SMCOV.com

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