



# ABCaP

## ACTION-ORIENTED COMMUNICATIONS

A communications skills workshop from Creative Expeditions Inc.



**Inge Christensen**  
Thinking Coach  
and Creative  
Consultant  
416-728-0324

Communication that doesn't drive action in specific ways is a wasted opportunity.

■ *Does your team's communication drive action on your team's projects?*

**If the answer is not a resounding yes, you need ABCaP.**

Team members often exit a meeting, phone call or e-mail still unclear about what was achieved and what should happen next. Some question their own ability to communicate clearly. This is not uncommon: few people are schooled in the art of communicating. Now you can remedy that...

**ABCaP is a simple tool that uses a burning question and a clear "ask" to drive action. It's equally effective for business (e.g. e-mail, PowerPoint) and personal communication.**

### Workshop takeaway: experience applying ABCaP

Rule One, "It's all about the audience," shapes every step of ABCaP. You begin by framing your topic as "a burning question" and tease the audience with a short answer. Once you have people's attention, you state the desired outcome of the communication and their role in it. Then you build your message – going beyond information to insights – and ending on an "ask" that will drive forward action. During the workshop you'll review a sample of your own work and identify the habits you need to "keep/drop/install" moving forward. In brief, the steps of ABCaP are...

**Answer a key question** – State topic and desired outcome for your talk

**Back up your answer** – Go beyond information to insights

**Conclude** – Clarify insights and implications

**Propose next steps** – Drive forward action with a clear "ask"

### Unique approach

**ABCaP** uses humour to help us learn. For example, sometimes during meetings, people get lost in telling stories and elaborating on tactics. It's not a crime but it chews up valuable time. *Name the sandwich!* is a gentle reminder to get to the point. The phrase hits the spot, just like ham and cheese on rye.

Name **THE SANDWICH**

### Time commitment and cost

Two and a half hours. From two to five people. If hosted at your location, the cost is \$300 per person (\$600 minimum). Travel costs extra.

### Additional coaching

Workshop participants may want personal coaching after learning more about their communication habits or they may want help building a specific presentation. Inge is available for coaching.

### About Inge Christensen

**Accelerating creativity and productivity.** For 25+ years, Inge has helped corporate teams to break free of "The Way We've Always Done It" and create innovative programs, plans and processes. She teaches effective communication as part of the teamwork. Corporate clients range from luxury hotel to pharmaceutical to financial; past projects criss-cross business planning, brand development, marketing/communications, training and operations. **For more information, contact Inge at [creativex@rogers.com](mailto:creativex@rogers.com), call 416-728-0324 or visit [CreativeExpeditions.com](http://CreativeExpeditions.com)!**