



# Executive Communication Formulas

## Intended Audience

All Levels / General Interest

## Language

English

## Impact Statement

Communication formulas don't limit your expression; they reveal whether your thinking is complete.

Toastmasters often have good ideas but lose impact in real time: the point arrives late, the ask is unclear, the update becomes a story, or the feedback feels either vague or too blunt.

In this workshop, members learn two executive communication formulas that serve as “thinking checklists” for speaking: one formula to build a clear argument, and one formula to deliver feedback to a person or address a situation.

Participants will practice transforming messy thoughts into crisp messages with a clear bottom line, a single reason, and a specific next step—under time limits. Afterwards, they will receive shared coaching and short evaluations from the whole room.

The result is sharper arguments in meetings, stronger feedback, and more confident leadership communication inside and outside the club.

## Key Takeaways

- Structure arguments using AREI
  - Deliver feedback using SCIR
  - Communicate clearly under pressure
  - Turn messy thoughts into structured messages
  - Apply formulas immediately in real meetings
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