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Communication Strategies

Course #: PD-104 **Duration:** 1 day

Prerequisites

None

Details

In the fast-paced business world, effective communication is the key to success. This one-day intensive course provides a comprehensive look into the many facets of communication, ranging from non-verbal and verbal skills, to advanced communication techniques and digital communication. Through a blend of theoretical and practical approaches, the course empowers participants to express their ideas clearly, handle difficult conversations, overcome communication barriers, and effectively communicate in the digital era. Participants will also have the chance to develop and implement a communication strategy by the end of the course.

Software Needed

None

Outline

- **The Big Picture of Communication**
  - What is Communication?
  - Importance of Communication in Business
  - How Do We Communicate?
  - Communication Styles
  - Other Factors in Communication
- **Beyond Words: Paraverbal and Non-Verbal Communication**
  - Tone, Pitch, Pacing
  - The Mehrabian Study
  - All about Body Language
  - Interpreting Gestures
- **Mastering the Art of Conversation**
  - Discussing General Topics
  - Sharing Ideas and Perspectives
  - Sharing Personal Experiences
  - The Power of Storytelling
- **Effective Speaking and Questioning Techniques**
  - Speaking Like a STAR: Situation, Task, Action, Result
  - Asking Good Questions: Open Questions, Closed Questions, Probing Questions
- **Active Listening**
  - Frame of Reference

- Assumptions
- Understanding Active Listening
- Sending Good Signals to Others

- **Understanding and Overcoming Communication Barriers**
  - An Overview of Common Barriers
  - Language Barriers
  - Cultural Barriers
  - Psychological Barriers
  - Perception Differences
  - Differences in Time and Place
  - Three Major Communication Flaws: Third Person, Formal Language, Details

- **The Power of Appreciative Inquiry and Feedback**
  - The Purpose of Appreciative Inquiry
  - The Four Stages of Appreciative Inquiry
  - Examples and Case Studies
  - The Art of Providing and Receiving Feedback

- **Advanced Communication Skills**
  - Understanding Precipitating Factors
  - Establishing Common Ground
  - Assertiveness
  - Using "I" Messages
  - Conflict Resolution and Negotiation Skills
  - Persuasion and Influencing Skills

- **The Virtual Environment: Mastering Digital Communication**
  - The 5% Rule
  - KNOW, Belly Button Rule, Lazy Rule, Superiority Effect
  - Effective Email Communication
  - Online Meeting Etiquette

- **Communication Strategy Implementation**
  - Developing a Communication Strategy
  - Case Studies and Hypothetical Situations