

COURSE CONTEXT

- Communication is the key to influencing across all job roles and industries.
- Quality of communication skills can have a profound impact on an individual's career progression.
- The message received is not necessarily the one being given, often due to a lack of self-awareness.
- Many people require improved confidence as well as improved communication effectiveness.

COURSE OBJECTIVES

By the end of this course, Participants will be able to:

- Build confidence when dealing with others in a variety of situations.
- Describe the positive and negative impact of communication.
- Develop key communication skills.
- Establish other people's needs.
- Match a product or service to others' needs.
- Deal with conflict with confidence.

COURSE OUTLINE

Core Communication Skills

- Fundamentals of communication.
- Four key communication skills.
- Positive and negative aspects of each communication skill.

Body Language

- It's not what you say, but how you say it.
- Using body language to influence.
- Barriers to effective body language.

Understanding People and Their Needs

- The communication clock.
- Questioning and listening to identify needs.

First Impressions

- The importance of the first impression.
- Making personal introductions.

Dealing with Conflict

- Customer and colleague resistance.
- Keys to dealing with resistance.

Understand Self to Understand Others

- PRISM Brain Map report.
- Understand your brain map.
- Relating personal behaviour preferences to others'.
- Adapting to others' behaviour preferences.

WHO SHOULD ATTEND

- People in frontline roles; selling, serving and dealing directly with customers.
- Employees who are internally focussed and need to communicate well with colleagues.
- Anyone who needs to improve communication as part of their personal development.

RESULTS

Business Benefits

- Improved team work and cooperation.
- Better influencing skills.
- Ability to communicate at different levels.

RESULTS

Personal Benefits

- Improved communication to improve career progression.
- Improve confidence in dealing with people directly.
- Better at influencing others, leading to accelerated performance and job satisfaction.