

## THE COMMUNICATING FOR INFLUENCE TRAININGWORKSHOPS©

A series of training modules designed to help executives and professionals develop confidence and ease in public speaking, managing difficult conversations and presentation scenarios effectively.

### MODULE 1

#### Communicating for Personal Impact: A One-Day Immersion Workshop for Executives and Level 1 Leaders

This '**Communicating for Personal Impact**' workshop can help persons in leadership positions prepare for, and manage personal presence and the quality of their communication through interactive sessions and live coaching. The programme helps them to shape messages, have better conversations and take control of their personal presence and impact. Participants will also learn how to get their story told through a better understanding of their authentic voice and the application of appropriate choices for effective engagement.

- Train with Senior Consultants with extensive global experience with blue-chip companies at the leadership level in the area of external & stakeholder relations, communications, journalism and public relations across a number of industries including Energy, Transport & Tourism, Marketing, Manufacturing, Telecommunications, Education & Training, Construction, Banking and Insurance, Public Service and International Agencies

#### Learning objectives

This course focuses on improving your business communications skills so that you are **purposeful, clear, and authentic** in engaging with others. Training is designed to help you to:-

- ✓ Think strategically about all forms of communication needed for a successful career in business
- ✓ Increase self-awareness of how you communicate and are perceived by others
- ✓ Deliver a high quality presentation by having command over your delivery along with compelling content that uses technology effectively
- ✓ Manage meetings effectively with focused outcome-oriented discussions, manage conflict, have inclusive dialogue
- ✓ Deliver robust conversations for the purpose of feedback, appraisal, performance or developmental issues

#### Course Framework

1. Understanding the basics: Preparations and Design of Business Messages
  - a. Tapping into your Emotional Intelligence
  - b. Framing messages - creating positive and informative key messaging
  - c. Understanding and connecting with any audience
  - d. Listening effectively: How to make team members feel valued
2. Managing yourself Communicating for Effective Meeting Management
  - a. Understand and manage both verbal and non-verbal cues
  - b. How to find a strong, clear focus to master any situation
  - c. Difficult conversations - diffuse conflict and drive solutions
  - d. Using language to inspire and motivate your audience
  - e. Effectively rechanneling nervousness
3. Strategic Communication
  - a. The right message for the right audience - Grabbing the audience's attention – building rapport and being audience-centric
  - b. Linking the message to business value and core objectives
  - c. Ethical considerations
  - d. Communications as key part of strategy – embedded in leadership communications

#### Who should attend?

- Organisational or Section Heads, Team Leaders and Supervisors, Communications and public relations professionals, Persons designated as company spokespersons

#### Course delivery

- An intensive one-day course – 8.30 am to 4.30 pm (this includes a working lunch)
- The course caters for 10 persons - a maximum of 14 to allow for a more in-depth and interactive class environment
- Original and relevant business and crisis scenarios and content for real time application and learnings
- Video as a teaching tool to enhance communication effectiveness
- Voice and presentation techniques delivered real time by a professional coach

#### Instruction method and tools

Tutor-led inputs and seminars. Case studies, simulations and independent learning tasks. Individual input (reflection and introspection). Original Case Studies that are industry relevant. Real time posture and voice-training. Video based analysis: Live video and playback analysis. Training materials and/or handouts and peripherals.