

Getting Your Message Across

A one-day course for all line managers

A foundation course for managers that helps them unlock the full power of their personal, written and verbal communication skills

COMMUNICATION – HOW HARD CAN IT BE?

Of course we can all communicate. We can tell people what needs doing; we can 'deliver the message'. The problem is that whilst we often work happily in 'transmit' mode when it comes to communication – we all too often forget about 'receive' mode.

How often do we check that our message has been received and understood in the way we intended, or that it has had any real impact, or been acted upon?

In this workshop we look at how to sharpen up our understanding of what we say and how we say it. Then we look at it all from the receiver's point of view.

What drives them? What issues do they have? How do you gain their support for what needs doing?

As a manager you are the most powerful communicator of all – like it or not. By the end of this workshop, you'll like it.

WHO SHOULD ATTEND

The course is for all managers who want to improve their ability to get their message across quickly and clearly and get the right action as a result.

The course is open to managers from

large and small companies/organisations in both the public and private sector.

COURSE BENEFITS

You will be able to:

- Plan all your inter-personal, business and team communications more effectively – with better results
- Understand the roles of your message, your audiences and your communication channels in producing effective communication.
- Make better use of yourself (the manager) as a powerful communicator, influencer, guide and leader
- Use proven principles of two-way communication to win hearts and minds more easily and quickly; by understanding people's real needs
- Make immediate use of the many practical skills and techniques that we give you so you can target your communication to the right people.
- Examine key techniques to improve your message – both written and verbal
- Put the techniques/skills into practice through exercises and involvement in a safe environment.

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WHAT DO WE MEAN BY COMMUNICATION ANYWAY?

One dictionary definition says 'to share or exchange information, news or ideas'. Not bad. Note the use of the words 'share' and 'exchange'. It's a two-way thing. But all too often it's a one-way world.

Companies and management teams often unwittingly simply tell people, top down, what they want them to do. We call this Instruction, not Communication.

In others, one-way communication means there's only 'one way to do things, my way!'

These are extreme examples, but many companies are task-focused and claim not to have time for 'sharing' or 'exchanging'. It's frowned upon in a busy business – not part of the culture...

...except when things go wrong. That's when 'sharing' (of blame) and 'exchanging' (of excuses) does occur.

We work on the basis that you – the manager - can change the culture around you by changing What You Say and What You Do.

At the end of this workshop you will be ready to share and exchange – to truly communicate – where no person has communicated before ; -)

COURSE CONTENT

What's Covered

The list below is an outline. Like the change curve itself, we're flexible; so we always ask delegates on the day what they need and we adapt the content as we go.

So you get to shape the day to suit your needs, not ours. Unless you 'flex' the content, this course looks at:

- A proven structure for **planning how you're going to communicate and why**
- Understanding 'buy in' and why this is so vital; looks at the buy-in matrix and **how you can use communication to influence the levels of support** and engagement from your teams
- How to target your audience(s), teams and individuals and **build greater rapport** – using the written and spoken word
- The best practice principles of real, two-way communication and **how you are central to success; and what you need to do differently** to make this work for you
- You - the manager - as the most important Communication Channel; and **how you can use a new range of group handling skills to share your thinking, gain support and buy in** and find out more about your team's ideas, issues and suggestions when you need information from them
- How to **sharpen up your use of language to make your messages more effective** and motivating – using a range of exercises and group activities
- **The words to avoid and why**; demonstrating the use of active language in sentences so that you communicate more positively
- The full range of internal media channels at your disposal; **how to assess their relative value and how to choose the right ones** for the message you have in mind
- Includes **action-planning and many practice sessions** to help delegates put the tools and techniques to work, share experiences, ideas and tips and to refine their management and communication styles

MORE INFORMATION

For the latest course dates, pricing and course availability please visit our website, email or telephone:

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