

COMMUNICATE WITH CONFIDENCE

Whether we like it or not, everything we do communicates a message to colleagues, clients and partners. The question is – are we communicating the message we want?

This highly interactive workshop allows participants to evaluate and improve their skills and strategies for effective interpersonal communication in a modern business environment. Participants will learn how effective communication can create a positive image for themselves and their organisation and will develop skills that create clear messages, understanding and trust.

BENEFITS

After this two-day workshop you will be able to:

- have a clear idea of how to create a positive image
- have an awareness of barriers that hinder good communication
- understand your communication style

LEARNING OBJECTIVES

You can expect to:

- understand the role of communication
- identify the barriers to good communication
- improve your personal communication skills

COURSE OUTLINE

Communication and You

- First impressions
- Effective listening self-evaluation
- Your communication style

The Purpose of Communication

- The nature of communication
- The who, when, where, why and how of communication

Barriers to Communication

- First impressions (part 2)
- Communicating what you want (your image)
- Common Barriers to communication

Listening

- Effective and active listening
- Being empathetic

Crafting your Message

- Who is your audience?
- What are their concerns? Getting their attention

Getting their attention

- Hooks
- Mirroring
- Personalisation

Who the course is for

This course is for anyone who wants to improve their interpersonal communication skills so that they feel more confident when interacting with colleagues and customers.

Individual price: MAD 3,400 (includes lunch & refreshments)

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<http://www.britishcouncil.ma/en/english/courses-adults/professional-workshops>