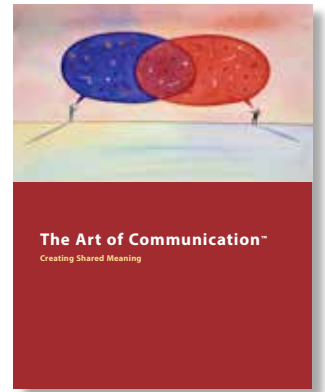




## The Art of Communication™ Creating Shared Meaning



**W**ithin teams, cross-functionally, up, down, across, and beyond our organizations, we have to be able to communicate in order to inform, influence, and learn from one another. We need the ability to express needs directly, share information appropriately, solicit information, listen to others, and advocate positions, all while building and maintaining strong relationships.

The *Art of Communication*™ is a skill-development program focused on creating shared meaning and a common language. The skills are used for moving information and ideas efficiently and effectively within and among organizational units and with key stakeholders. In this intensive and experiential program, you will practice three aspects of communication: message, style, and behaviors. You will develop your communication skills and strategy, gain insight into your communication style and its impact, and recognize and test the assumptions that underlie your own worldview and that of others. You will gain tools that are useful in developing plans for effective communication.

### OBJECTIVES AND OUTCOMES

As a participant, you will be able to:

- ▶ Achieve business results by more clearly stating what you expect, need, or offer
- ▶ Build relationships by effectively sharing and soliciting information and providing balanced feedback
- ▶ Identify cultural, power, and style issues that may be interfering with communication and address those issues
- ▶ Analyze your own style of communication, what impact it has, and how it differs from the styles of others
- ▶ Practice specific behaviors that will increase your effectiveness as a communicator
- ▶ Plan a strategy for effective communication.

### WHO SHOULD PARTICIPATE?

- ▶ Anyone in an organization who relies on effective communication to achieve results.

## **The Art of Communication™** **Creating Shared Meaning**

### **COURSE OUTLINE:**

- ▶ Overview and Positioning
  - Introduction to the program, program objectives, agenda, definitions, and expectations
- ▶ A Framework for Communication
  - Results/Intent and Goal, Relationship, Context, and Approach
- ▶ Communications Behavior
  - Receptive Communication Skills
  - Expressive Communication Skills
- ▶ Communication Style
  - Verbal language
  - Non-verbal language
  - Modifying communication style
- ▶ The Structure of Communication
  - Understanding another's world view
  - Framing the message
  - Ladder of Inference
  - Working with assumptions
- ▶ Communicating Cross-Culturally
  - High and low context cultures
- ▶ Planning Communication
  - Why is planning important?
  - Communications planning model.