



Communications for Improved Business Performance

*“Communication is the largest reducible cost in organisations today;
it is the least recognised – and most probably the lowest cost to change”!*

Content & Duration

Customisable to your needs:

3 to 5 Days

Course Authors & Leaders

Alan Lilley & Colin Anderson

*Experienced trainers with careers in
line management, consultancy.*

Aim Group

The course can be run at any level and can be customised to meet the general and specific needs of the group or organisation. We will normally conduct a training needs analysis prior to running the course.

What you will Learn

To identify the communication style that suits you best for powerful, positive and constructive communication in your business and personal life - in particular to:

- choose and properly use the right communication method to achieve the desired outcome
- be aware of how our makeup and behaviour impacts our success, and that of others
- get groups to really move issues forward
- address large groups and be confident
- stay on top of the electronic invasion.

Programme at a Glance

Communication is the “glue” that holds an organisation and its customers together. In most organisations there is vast scope to improve its effectiveness – resulting in significant aggregated savings on time, improvements internal efficiency and customer relations.

Whilst the use of the spoken and written word are covered as the foundation of communication, the tactics in how these are used to influence makes the difference in achieving results which can lead to dramatically enhanced outcomes. To achieve this, it is necessary to embrace a wide range of aspects including: leadership, teamwork, negotiation, analytical techniques, facilitation and conflict resolution.

Communication style is also a determinant of the culture of the organisation – our programmes can be used at an enterprise wide level to collectively shift culture to a more suited model.

Our programme can be run at any level for any group – or throughout a total organisation (especially where culture change is desired). It is a highly practical course; initially it explains why our innate drivers can, unless consciously controlled, let unintended communication be more significant than intended communications. The course is led by experienced consultants with a diverse range of experience, bringing a wealth of knowledge and real world examples.

Having analysed the foundation for good writing and verbal communication skills, the workshop develops these practically through the use carefully designed experiential scenarios, which allow the participant to practice how to move groups forward, handle conflict and get commitment.

To book or discuss, please contact:

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Course Content



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Day 1

- Introduction
- Icebreaker
- Our innate Drivers (how we communicate and why we 'miss-communicate')
- Benefits of Effective Communication (personal & organisational)
- Basics of Written Communications (e-mail, letter, report)
- Exercised in Written Communications
- Basics of Verbal Communications
- Group Exercise to Explore Interpersonal Communications and how to Foster Team Working
- De-brief on the Communications throughout the Group Exercise
- When to Write and When to Talk
- Presentation Skills – Handout Presentation Exercises

This programme differentiates itself from the traditional "single" discipline approach to communication—it is a unique and innovative blend of techniques used by successful professionals to achieve results!

Day 2

- Recap of Previous Day
- Issue of Main Group Exercise - Development of a Participative Event and Preparation of a Business Case for a Small Project
- Preparation - Strategy and Planning
- Leadership – Positional and Non Positional
- First Step of the Group Exercise – Roles, Strategy and Plan
- Teamwork- the factors that make for performance
- Influencing others *Human Psychology* – Identifying your Personal Style
- Presenting in Small and Large Groups - what helps and hinders, how to maximise confidence, and overcoming fear
- Presentations – by Individuals (video capture)
- Second Step of the Main Group Exercise – Determination of Roles and allocation of Tasks

Day 3

- Recap of Previous Day
- Use of "e" Techniques and Management of Data Overload
- Problem Solving Techniques (20/80, Force Field Analysis, etc.)
- Effective Presentation of Data
- Exercises in the use of the Various Techniques
- Introduction to Mental Models (e.g. *NLP, Critical Thinking Skills*)
- Building Rapport and Networking
- Third Step of the Main Group Exercise – Building the Prototype

Day 4

- Recap of Previous Day
- Facilitation, Mediation & Conflict Resolution Techniques
- Basis of Negotiation
- Exercises in Negotiation and Conflict Resolution
- Fourth Step of the Main Group Exercise – Consolidating the Model

Day 5

- Presentation of the Business Case Group 1 to Group 2
- Run a Media Event – Group 2 to Group 1
- Debrief and Personal Action Plan



Alan Lilley—has held line management positions within several corporate organisations and has spent most of his professional life as a management consultant and trainer working internationally for energy sector majors and government departments. He has presented at many conferences, and has a wide background in training— in this course he will share his extensive knowledge of written and verbal skills and the tactical use of these.



Colin Anderson—has held senior HR roles in FTSE 100 companies and in state run organisations in the UK, the Middle East and Asia. His interests lie in helping organisations to make it easier for people to succeed and believes that with appropriate systems, training and management most individuals can enjoy extraordinary success.