

# High-Impact Communication

Without communication skills, your technical capabilities simply aren't worth as much as they could be. Even the best ideas, strategies and work plans must be effectively communicated to have value. In our information-overloaded business world, being heard and getting what you need is more challenging than ever.

This course teaches techniques for creating high-impact, meaningful communication with coworkers, clients and stakeholders. Through practical exercises, group discussions and case studies, you will learn how to determine your own communication style, identify the communication styles of your audience and adapt your delivery accordingly. This course will provide hands-on practice in crafting persuasive messages, facilitating dialogue and making powerful communications. It will address common communication fallacies and ways to identify where a miscommunication has occurred. The course will also address issues related to communication in a virtual and global environment.

You'll walk away from the course firmly grounded in key communication techniques and possessing the additional tools necessary to apply these techniques to your work environment. You'll also be able to implement standard communication planning processes to ensure that every communication is high-impact and well-structured.

## Course Topics

1. **Communication Intelligence**
  - a. ESI's Communication Model
  - b. Communication factors
  - c. Emotional awareness
  - d. What's my communication style?
  - e. Communication styles
2. **Planning Messages**
  - a. ESI's Communication Model
  - b. ESI's Communication Planning Process
  - c. Audience analysis
  - d. Overcoming objections
3. **Message Structure**
  - a. Content
  - b. Audience
  - c. Purpose
  - d. Storytelling
  - e. Visual aids
  - f. Different learning styles
  - g. Persuasive oral communication
4. **Message Delivery**
  - a. Preparation
  - b. Rehearsing
  - c. Q&A sessions
  - d. Feedback
  - e. Persuasive presentation skills
5. **Effective Meetings**
  - a. Business meetings
  - b. Trust
  - c. Empathy
  - d. Active listening
  - e. Question types
  - f. Dialogue (vs. discussion)
  - g. Meeting facilitation

## Learn how to:

- Deliver persuasive communications that achieve the outcomes you want
- Adapt your communication style to the receiver's style for greater impact
- Work and dialogue more effectively in small groups
- Select the most appropriate medium and structure for high-impact communication
- Implement techniques and strategies to create high-impact communication
- Plan your communications and meetings for maximum results

## ACE CREDIT recommendation:

Undergraduate: 2 credit hours

PDU's: 22.5

CEUs: 2.2

CPE credits: 27

CDUs: 22.5



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