

Influential Business Communication

The power to influence

"This programme has great significance for anyone associated with business with an endeavour to communicate effectively." Aviation Manager – Sasol Oil



Introduction

In today's rapidly changing and competitive work environment, with its flat, matrix and project-oriented structures, strong business communication skills are essential for an organisation's success. Despite this, many people lack the confidence to communicate effectively with others. Our **Influential Business Communication** course will equip you with the communication skills you need to have a greater influence within your organisation and with other people.

Interpersonal communications don't follow a regular pattern, but rather ebb and flow according to the **motivation, personality styles, needs and attitudes** of the people involved. What this means is that to communicate effectively, you need to **first understand yourself and your motivations**, as well as the **motivations of others** in any given situation.

Our **Influential Business Communication** course will equip you with the communication skills you need to have a greater degree of influence within your organisation and with other people – both at work and privately. You'll learn to:

- **Be effective, clear, brief and insightful** in order to reach mutually beneficial outcomes;
- **Understand yourself and your motivations**, as well as the motivations of others, which change depending on the situation, and may or may not be shared;
- Recognise **which approaches enable and hinder the favourable outcome** of business communications;
- **Listen** more intensely, **analyse** information carefully and respond more appropriately;
- Identify the difference between **manipulating and influencing**, and why being authentic and genuine in your business communications can make all the difference.

How is the course structured?

The **Influential Business Communication** course uses practical simulations and supports learning materials and tools that allow you to improve your communication skills through:

- The understanding of three **interpersonal transactional models**, giving you insight into your own and other personality styles and approaches;
- **Practical exercises**. You'll learn communication skills, such as analysing the inter-relationship between two parties in an interaction, and how to apply a selected behavioural model to specific work situations;
- Initiating and maintaining a positive flow in all your interpersonal communications. You'll learn to draw down business interactions into clear next steps and honour commitments in order to build trust-based relationships.

Why is our approach different?

For three main reasons:

- It's **skills-oriented** and based on best practice theory, but it's mainly based on **experiential learning** so that you put into practice whatever you have learned;
- It involves **individual coaching** and feedback;
- It is **tailored** in that we recognise your own personality style, purpose and capabilities as a backdrop for the course material.

Who should attend this course?

This communication course is ideal for anyone in an organisation – from lower level positions such as administration staff, technical specialists, support staff and personal assistants – to junior and middle managers, supervisors and team leaders.

Learning process

- **Programme duration:** 2 days
- **Prerequisites:** none
- **Group size:** 12 – 14 participants
- **Pre-work:** online pre-programme assessment and DISCUS personality assessment

SETA accreditation

- **Level:** 4
- **Credits:** 10
- **Services SETA company full accreditation number:** 0595

Telephone: +27 11 794-1251 www.mauricekerrigan.com

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Unleashing the
performance potential in
people