

## Strategic Effective Communication and Influencing Skills

### COURSE OVERVIEW

This course is about effective communications skills essential for both organizational and personal success. It improves the delegate's ability to create an environment for open discussion and ongoing dialogue is crucial for communication success. The communications skills covered in this course will increase delegate's ability to exercise choice and control for every type of conversation, influence without authority and improve quality of relationships and productivity.

### WHO SHOULD ATTEND?

This course is aimed at all individuals who wish to get their message across more effectively. Managers, leaders, salespeople and anyone who wants to be more persuasive and influential will benefit from this programme.

### COURSE OUTCOMES

Delegates will gain knowledge and skills to:

- The Communication Process — understand the six-step process.
- Recognize different personality types and know the keywords that work with each
- Understand the nature of charisma and how to develop more of your own personal power
- Understand the Importance of using non-verbal language to support the spoken message
- Techniques to facilitate effective team and meeting communications.
- Understand the Barriers to Effective Communications — identify and develop methods to break down those barriers

### KEY COURSE HIGHLIGHTS

At the end of the course, you will understand:

- Master the 6-step communication process for clarity and impact
- Learn how to tailor messages to different personality types using persuasive language
- Develop influence strategies to lead conversations, even without formal authority
- Build trust and rapport through advanced verbal and non-verbal techniques
- Understand the psychology of charisma and personal presence
- Elevate your ability to communicate in high-stakes meetings and group settings
- Identify communication barriers and apply real strategies to overcome them
- Apply emotional intelligence and active listening to manage conflict and influence outcomes

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded