

Communication Skills Workshop

Course Description

The Communication Skills Workshop is a 3-day, intermediate level course for all employees.

The aim of the workshop is to provide participants with a knowledge and understanding of the key principles and techniques that can be applied in order to improve their communication skills. Participants will also be given the opportunity to practice the appropriate communication principles and techniques necessary to achieve their personal and organisational objectives.

On completion of the workshop participants will understand the nature of communication and will also be able to handle conflict more effectively, by applying active listening skills and managing emotions. They will also be able to improve communications and reduce communication barriers with a view to securing agreement, by recognising and reacting appropriately to a range of different messages.

The programme will be conducted in English and will incorporate group work, activities, case studies and delegate presentations.

The course trainer, Gary Davies MBA DipM MCIM is a highly respected consultant, author and examiner with over 30 years of varied communications experience to share with participants. In addition to his consultancy and writing work, Gary regularly teaches communications, sales, marketing and management-related subjects and works with leading financial institutions in the UK and worldwide, including within the GCC.

Who Should Attend

All employees.

Course Content

Day One

Session 1

- The nature and importance of communication
- The communication process
- Barriers to communication
- Personal skills and characteristics of successful communicators

This section includes an exploration of the nature and importance of communication and the identification of the various elements of the communication process. The possible barriers to communication and how to avoid these particular barriers are also discussed. The personal skills and characteristics of successful communicators are also highlighted.

Session 2

- Selecting the appropriate communications medium
- Utilizing the most appropriate communications channels
- Verbal and non-verbal communication
- How messages can affect recipients

This section addresses the need to select the most appropriate medium and channel to ensure that the message is communicated effectively to the recipient. The nature and importance of both verbal and non-verbal communications is also highlighted and the manner in which different messages can affect individual recipients is also discussed.

Day Two

Session 3

- Using a variety of communication formats
- Communicating with internal and external stakeholders
- Active listening

In this section the use of a variety of different communication formats is explored together with their respective advantages and disadvantages. Some of the key principles that should be applied when utilizing the particular communication formats concerned are also discussed. The importance and benefits of active listening are also highlighted and the relevant listening techniques discussed.

Session 4

- Conflict management
- Managing strong emotions
- Securing agreement

This section discusses the importance of using appropriate communications principles and techniques to handle and diffuse difficult situations, to manage conflict and to secure agreement. The need to manage and control emotions is highlighted and the relevance and role of both verbal and non-verbal communications in such situations is discussed.

Day Three

Session 5

- Introduction to final practical communications group exercise
- Preparation of communications

In this section workshop participants will undertake group work and gain the opportunity to apply many of the principles and techniques that have been discussed, while undertaking a group communication exercise. The output from the group work exercise will be presented and discussed in the following session.

Session 6

- Presentation of communications
- Discussion of communications
- Review, summary and close

This final section will consist of a series of presentations from workshop participants who will present their group communications exercise and demonstrate what they have learned and how they have applied the principles and techniques discussed in previous sessions. The group work will be discussed and any learning points will be emphasised before undertaking a final review and summary of the key issues.