COMMUNICATIONS
TRAINING

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g r o u p

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Communicating Effectively

Class Length 1 - 2 Day(s) *Prerequisites* None

Overview

Each person brings to work a unique set of skills, knowledge, and beliefs. Each person behaves in a way that they feel is successful. The communication challenges in most work environments relate to the establishment and maintenance of trust. Effective interpersonal communication is critical to establishing a motivational work environment that maximizes productivity.

This workshop looks at behavior as a choice and increases awareness of the consequences behavioral choices have on others. Participants learn that through adaptive behavior they can choose communication strategies that establish trust, minimize conflict, maximize cooperation, and create a positive work environment that increases productivity and enhances job satisfaction.

Target Audience

Anyone who wants to understand others clearly and respond appropriately in business situations, as well as in business scenarios
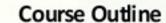
The Problem

- Employees productivity is low because of the lack of trust with co-workers
- Morale and job satisfaction is at an all-time low because of conflict among employees
- Communication among co-workers, cross-functionally and vertically is non-existent causing stress, low productivity and conflict in the workplace

Our Solution

To Learn to...

- Link behavior, communication, and trust
- Improve communication through various approaches
- Better understand yourself and others
- Recognize and respect individual uniqueness
- Deal with differences in communication styles that can create interpersonal conflict which, in turn, decreases productivity
- Leverage individual strengths and adapt communication strategies that minimize conflict
- Increase communication and influence management skills
- Increase both personal and workplace productivity
- Establish a foundation of behavior-based communication skills on which to build other key competencies

Course Outline

- **Motivational Principles**
- **Conflict and Energy Drains**
- **Understanding Behavior - DiSC Personal Profile System®:**

  Understanding self and others, Respecting differences, Capitalizing on strengths

- **People Compatibility:** Recognizing dimensions of

  behavior and potential style conflict, Choosing behaviors that demonstrate trust and respect, Maximizing cooperation through adaptive behavior

- **Keys to Building Trust**
- **Action Plans**

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Presentation Skills Essentials

Class Length 2 - 3 Day(s) *Prerequisites* None

Overview

This fun, interactive, and engaging workshop is designed to provide you with the skills and techniques to design, develop and deliver more dynamic and effective presentations. You will enhance your current presentation style, reduce the anxiety that often accompanies talking in front of a group and deliver a presentation that gets results!

The secret to becoming a better presenter — Practice! We provide plenty of practice opportunity that cumulates in a 10 minute session on Day 2 that will be recorded for your own review and self-critique. Coaching and feedback from our experienced facilitator and the rest of the participants is a valuable element of learning in this session.

Target Audience

Sales people, managers, human resources — anyone who is responsible for presenting information to others to gain support, reach a decision, provide data or sell an idea

The Problem

- Fear of speaking in front of a group!
- Lack of preparation and practice
- Ineffective communication skills
- Scattered flow of content
- Poor visuals
- Unclear message
- Not understanding audience needs
- Trying to present "like someone else" — not developing your own style effectively

Our Solution

To Learn to...

- Reduce the stress and fear of presenting
- Plan the structure of your presentation
- Identify and capture clear objectives
- Follow the rules when utilizing visuals to complement and clarify your Course Outline
- Introduction to Presentations: Why present? Your role? The presentation process
- Research: Collect information and know your subject matter, Understand audience needs
- Planning: Create a purpose statement, Get creative, organize the topics
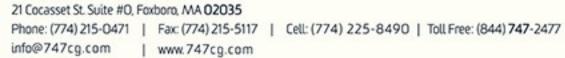- Develop the Presentation: Create the presentation flow with the presentation development form, Begin with a Bang, State the Purpose, Create a Script, Develop Transitions, Close with Conviction
- Develop Materials: Handouts, Reference Materials, Visuals Rules
- Presenter Skills: V3 communication (vocal, visual, verbal), prepare for challenges, engage your audience, be yourself
- Practice: How and what to rehearse, Steps to Reduce Fear
- Present: Practicing Skills message
- Identify and capture clear objectives
- Communicate to different audience needs
- Create a dynamic opening

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Business Communications

Class Length 2 - 3 Day(s) Prerequisites None

Overview

This comprehensive communications course provides the participants with the knowledge and skills to become an effective communicator. In this interactive course, participants will learn the communication process and understand their communication style. They will learn to quickly organize and create clear, concise, and correctly written communications. Participants will practice using theories in role play for successful listening, critical conversations and meetings.

Target Audience

Business professionals who want to improve written and verbal communication for better results

The Problem

- Information not getting to the right people
- Communications are not being comprehended as intended
- Uncomfortable with confronting sensitive or critical issues • Poorly written communications: no flow, missed deadlines, spelling and grammatical errors • Emails that create negative reactions
- Unorganized meetings

Our Solution

To Learn to...

- Identify and perform the roles of an effective communicator
- Demonstrate active listening
- Perform critical conversations with confidence
- Construct written communications efficiently and accurately
- Facilitate successful meetings
- Craft emails creating positive reactions

Course Outline

- **Introduction**

  - **Your Role as a Communicator**

  - **Communicating with peers, managers, & subordinates:** Types of information, Communication model, Filters

- **Communication methods**: Person, Voice, Written
- **Communication components**: Verbal, Voice, Visual, Body language

  - **Communication styles**: Understanding your style, Communicating to styles, Directing, Analyzing, Supporting, Intuiting

  - **Quality of Thinking**: Attitude levels, Assuming innocence

  - **Communicating UP!**: Challenge process

- **Levels of Listening**

- **Effective Conversations - Speaking**: One-on-one, Difficult conversations

  - **Writing for Results**: Plan/Write/Revise, Purpose Statement, Organization, Three C's, Document planner

  - **Finishing Touches**
  - **Email Etiquette**

  - **Effective Meetings**: Planning, Facilitator checklist, Roles, Agenda, Follow-up/Parking lot

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Effective Meeting Essentials

Class Length 1 Day(s)
Prerequisites None

Overview

Meetings don't have to be dull, boring and unproductive. Meeting will help you become a more effective meeting facilitator and a more engaged participant. Using the tools, techniques, ideas, and processes that are provided in this workshop, you can learn to hold meetings where the minutes and hours are well spent to achieve corporate goals!

Target Audience

Managers, team leaders, facilitators, human resources — anyone who is responsible for facilitating or attending meetings

The Problem

- Lack of planning for effective meetings
- Unproductive meetings
- Unclear goals, purpose, and focus
- Meeting interruptions and tangents
- Lack of participation
- No decisions, action items, or follow-up

Our Solution

To Learn to...

- Understand the elements of productive meetings
- Understand the cost of a meeting
- Consistently use a meeting process for greater success
- Improve facilitation skills
- Use various tools to assist with meeting effectiveness and follow-up
- Manage interruptions and stay focused • Create an action plan

Course Outline

- **Elements of Productive Meetings**
- **The Cost of a Meeting**: Justifying the meeting costs,
  identifying other ways to get the information
- **The Meeting Process (in person and virtual)**: Plan, Start,
  Facilitate, Close, Follow-up
- **Planning**: Setting Goals, Using an Agenda, Communicating
  Expectations, Identifying the Participants
- **Starting**: Restating goals, Setting Ground Rules, Assigning
  Roles, Appreciating Participants
- **Facilitation Techniques**: Encourage participation, Ask
  Questions, Manage Conflict, Staying Focused,
- **Facilitation Tools**: The Parking Lot, Flip Charts, PowerPoint
- **Web Conferencing Best Practices**
- **Closing**: Summarizing the meeting, Assigning Action Items and Due Dates,
- **Follow-up**: Sending Meeting Notes, Adding follow-up dates on calendar, Accountability
- **Applying Skills**: Create an action plan

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Business Writing Essentials

Class Length 1 - 2 Day(s) *Prerequisites* None

Overview

This workshop teaches the basics of business writing including improving grammar, writing with clarity, and being a better proofreader. You will learn how to create letters, memos and emails that are more effective, get the desired results and create a good impression on the reader.

Target Audience

Business professionals at all levels who want a quick and easy approach to any writing: emails, general correspondence, memos and reports

The Problem

- Writing is not clear
- There are grammar and spelling errors
- Writing style does not convey the tone and is not consistent
- Letters, memos, and emails are not effective and do not produce desired results

Our Solution

To Learn to...

- Find and correct the four most common grammar mistakes
- Write high-impact letters and memos and get the results you desire
- Insure your writing is "politically correct"
- Smash your writer's block
- Organize your writing for better results
- Understand the rules of netiquette to create better, shorter and more effective emails
- Write a proper letter or memo
- Say "no" in your writing without risking business relationships
- Use the tips on proofreading

Course Outline

- **Grammar Made Easy:** Review the rules of punctuation and spelling, how to avoid the four most common grammar mistakes
- **Writing For Results:** Learn the 5 C's of effective writing, learn how to measure the clarity of your writing and how to improve it, find out how to give your writing that extra pizzazz
- **Writing Politically Correct:** What should you never do in your writing, how to make sure that your writing meets today's tough business writing standards
- **Getting Started:** What to do if you have writer's block?, learn how to get started and how to stay focused on the topic, learn the most important "thing" you must have in the first paragraph of almost everything you write
- **Effective Writing:** Learn the six organizational methods, find out what you learned in grade school that you MUST use in order to create a well organized report
- **Netiquette:** Discover the ten most important rules to follow when writing an email, learn the new communication problems email has produced and how to avoid them, find out when email is the proper form of communication and when it is not
- **Letters And Memos:** What are proper memo and letter writing standards, learn how to say "no" in your writing without risking business relationships so you can continue to do business with the reader in the future
- **Editing And Proofreading:** Learn how to edit your documents, learn four techniques to make you a better proofreader and find out the six most commonly missed errors
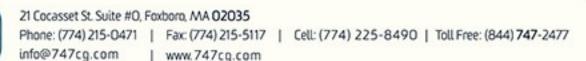
*Optional: Each participant will be asked to submit, prior to the first day of class, up to three samples which the instructor will review with the participant the day of the workshop. Additional service includes post class coaching and review. Coaching frequency depends on client.

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Writing for Leadership

Class Length 1 - 2 Day(s)
Prerequisites Business Writing

Overview

As a member of management, writing is vital to the success of your team, project, and career. You are called to write documents that will be used to represent your organization, as catalyst to garner resources, or to position your group for success. Due to the increased usage of technology, the importance of high impact communication has increased as well. As a leader there is not ample time to be visionary, manage projects, develop people and be a prolific, proficient writer.

Writing for Leadership has been developed with the demands on a leader in mind. It focuses on providing practical techniques to write reports, summaries, evaluations, emails, etc. with higher quality and in less time. This is a hands-on, one-day course developed by former senior managers, who have experience as editors of publications and recognize the demands of being a leader in a corporate environment.

Target Audience

Anyone who wants to learn the art and science of how to craft powerful documents to persuade and inform leaders, peers and senior management. This program reinforces and expands writing knowledge and skills with a focus on writing for the "C Level" within an organization.

The Problem

- The tone of written communication is not as professional as it should be for managers
- The types of documents and audience needs are different when someone takes on the role of manager
- Performance evaluations, reports and other management documentation is not getting the desired results
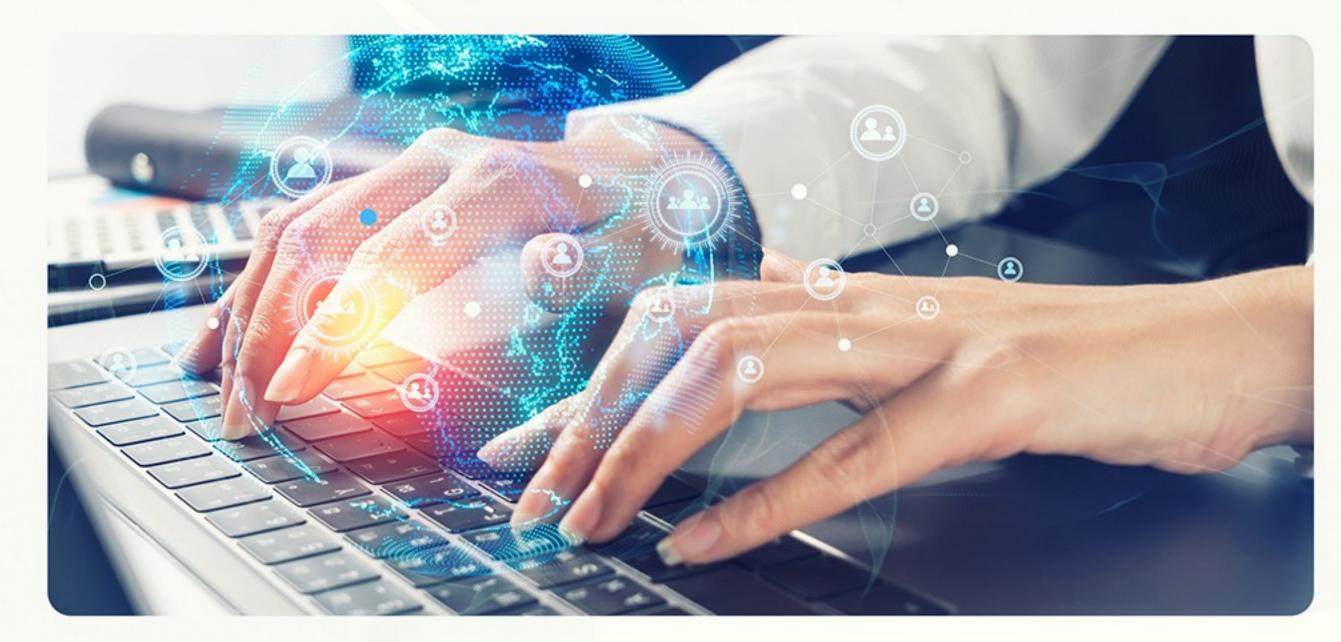
Our Solution

To Learn to...
- Understand the fundamentals of writing as a member of management
- Avoid the most common errors spotted by management
- Write successful executive summaries, successful reports and performance evaluations
- Identify and clearly communicate goals and expectations
- Increase your writing effectiveness
- Organize your writing to address management needs
- Use email effectively
- Get your point across to many different audiences
- Coach the people that report to you on enhancing their

Course Outline

- Business Writing
- Fundamentals Review
- Technique
- Creating Masterful Reports
- The Art and Science of Executive Reports
- Writing Effective Performance Evaluations
- Netiquette
- Points from the "Pros"
- Avoiding the Communication Killers

Optional: Each participant will be asked to submit, prior to the first day of the course, up to three samples which the instructor will review with the participant the day of the workshop.
Additional service includes post course coaching and review. Coaching frequency depends on client.

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Writing to Improve Your Bottom Line

Course Length 1 - 2 Day(s) or 10 Webinar Sessions
Prerequisites Successfully complete a basic writing skills program like 747CG's Business Writing Essentials, Writing programs, or a similar program. Complete the Better Business Writing Assessment. Complete an online Everything DiSC Workplace, Everything DiSC Management, or Everything DiSC Sales Profile. (Your role at work determines which profile.)
Keyboarding and beyond basic experience using Microsoft Word 2003 or 2007

Overview

Do instances of poor writing and bad grammar permeate your business communication? Have poor writing and bad grammar resulted in losing a sale, a promotion, an opportunity, or stalled a successful career? Is writing about good news easier than writing about the not so good?

If you answered yes, or maybe, to any of those questions then 747CG can help you to become a stronger, faster writer You will become a proficient writer about to apply everything from basic language usage to editing techniques which will erase uncertainty and build self confidence.

This highly interactive, fast paced practical writing program is fun and full of tips and techniques that can increase your bottom line by making your written communication compelling, brief, and active.

Target Audience

Anyone charged with writing assignments that could negatively impact their organization

The Problem

- Incomplete messages
- Incorrect messages
- Confusing messages

Our Solution

To Learn to...
- Focus quickly on the purpose of any writing task
- Reduce reader boredom without sacrificing clarity or substance
- Connect audience awareness and your writing style
- Sequence information and data for maximum impact and readability
- Author clear and concise sentences • Leverage the active voice
- Tighten content using punctuation, grammar, lists, and other techniques
- Effectively proofread and edit

Course Outline

This is a practical course.
Attendees must complete the six formal assignments listed below. In addition to these formal writing assignments, each may be asked to complete a variety of informal, in-class writing assignments, participate in class discussion, and present reports.

- Instructions for a accomplishing a task - e.g., change a tire, address a printer, prepare for a client call, or enter results in a CRM
- Two letters/memos/emails
- Report in response to a supplied sase study or real life situation
- A memo written on your major project for the quarter
- Document the progress made on a major project
- Edit a provided 10-15 page report

Enrollment requirements: All formats are limited to 10 attendees. Enrollment is tentative until our facilitator has reviewed three to five writing samples - writing samples must be submitted 30 business days prior to the session start date and your Better Business Writing assessment.

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Technical & Report Writing

Course Length 3 Day(s)
Prerequisites *Participants should bring at least five writing samples of varying lengths, content, and purpose. These may be their own or from someone else. The author's identification may be blocked. During this course, these are reviewed and rewritten.*

Overview

The ability to write clear, concise documents related to technical issues is a highly desirable skill that is much different from writing letters, emails, and non-technical documents. The
creation of effective technical materials requires discipline,
organization, and a keen eye for detail. This course is designed to give good writers or technical staff members, who have decent writing skills, the tools needed to design, develop, and maintain technical documents.

Target Audience

Good writers or technical staff who have decent writing skills, but require the tools needed to design, develop, and maintain technical documents

The Problem

- Lack of consistency, format, and type style • Inconsistent organization and structure
- Failure to consider target audience

Our Solution

To Learn to...

- Put complex subjects in terms that are clear and concise
- Use the development of a writing style that's more useful to readers
- Write reports using a fast and easy approach
- Write reports that maximize impact on your readers
- Write so others apply your ideas
- Use the command of language and grammar
- Become more organized and pay attention to details
- Use various strategies of technical writing
- Enhance documents with visuals and graphics

Course Outline

Day 1

- Understand the general format of reports - categories
- Brainstorm and organize information
- Apply mechanics of writing: usage, capitalization, punctuation
- Use of active/passive voice
- Avoid wordiness and pompous language
- Introduce variety in sentences - graphics and visual aids
- International guideline variations
- Write for the reader
- Write executive summaries

Day 2

- Describe responsible research
- Avoid plagiarism and distortion of tests and research results
- Describe ethical implications of research & development
- Use effective laboratory research reports
- Write persuasive evaluation reports
- Write definition assessments, describing mechanisms, essays, surveys
- Use tables, graphs and charts effectively
- Format documents effectively
- Use numeric information
- Copyright considerations

Day 3

- Use of visual enhancements
- Apply U.S. Military writing guidelines
- Understand ethical implications
- Write abstracts
- Calculate the Fog Index
- Comply with approved styles guides
- Engage in review of participant's writing with constructive critique

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Conversation

Class Length 1 Day(s)
Prerequisites None

Overview

This one day workshop examines how leaders coach, communicate, praise, and model crucial conversational behaviors.

The purpose of Conversation is to provide you with techniques to enhance your communication skills and increase your results during critical conversations.

Improve tact and confidence by planning and rehearsing the conversation (which will be practiced using specific strategies) that can create mutual respect and understanding and open channels of communication.

Conversation addresses critical conversation; those that involve emotions and/or high risks. Planning and rehearsing the conversation will provide you with positive results.

Target Audience

Supervisors, team leaders, and all levels of management that want to conduct challenging conversations with tact and confidence

The Problem

- There are diversity and authority issues which prevent effective conversations
- Meeting discussions are not productive
- Management direction and coaching is ineffective
- Teamwork and innovation is stalled
- Poor performance and quality because real issues are not addressed effectively

Our Solution

To Learn to...

- Acknowledge the attitudes and skills necessary to conduct conversations
- Be a good listener and how it will improve your overall communication with others
- Apply active listening skills and understand what affects listening
- Master emotions that destroy dialogue
- Use key listening skills to encourage others to share issues they are fearful of bringing up
- Avoid getting mired in others' strong emotions and learn how to attain the meaning behind their emotions
- Disagree with others without making them become silent or defensive
- Recognize the root cause of our negative emotions
- Influence our emotions so we get to conversation that will get the results we want

Course Outline

- Fundamentals of Business Conversations
- Controlling Emotional Intelligence and Avoiding Being Defensive
- The Conversation Model
- Perform the "clever" flow in critical conversation: issue, mutual purpose, accountability, resolution, action plan, and recording

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People Skills & Professionalism

Class Length 1 Day(s)
Prerequisites None

Overview

Psychologists have proven that the most important factor in your success and well-being is not your intelligence, education. or physical assets, but how effective you are with people.

Participants will learn techniques to improve communication and relationship building skills, how to enhance professionalism, and increase confidence in a variety of business situations.

Using the DiSC® Assessment, this workshop will help participants understand their own communication style and how to adjust their style to fit the needs of others.

Target Audience

Managers and employees at all levels who want to improve their communication abilities and develop professional strategies for success

The Problem

- Lack of courtesy and respect within business teams
- Misunderstandings due to ineffective communication
- Poor customer service
- Unprofessional attire for business casual environments
- Finger pointing and lack of personal responsibility
- Bad attitudes

Our Solution

To Learn to...

- Behave professionally in all situations
- Identify the benefits of being professional
- Project a positive image that exudes confidence
- Work positively and professionally with others
- Define why different communication styles impact understanding
- Identify strengths and opportunities for improvement in your own communication style
- Define strategies to handle challenging situations more professionally

Course Outline

- People Skills and Professionalism Defined
- AAA of Professionalism
- Developing a Great First Impression
- The Impact of Body Language
- Vocal and Verbal Communication
- Communication Styles
- Written Communication Etiquette
- Phone Communication Etiquette
- Sticky Situations
- Choosing a Positive Attitude

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Dealing with Difficult People

Class Length ½ - 1 Day(s) *Prerequisites None*

Overview

Difficult people are typically working from the negative side of their personality, rather than from a conscious desire to be difficult. These people are often unaware of themselves and how they may affect others. They also do not realize how harmful their actions are to their own career success. At work, we are constantly faced with trying to work with others who may challenge our ability to get things done.

There is great value to be gained when you take the time to try to understand another's viewpoint. By changing our attitude towards these difficult individuals and changing your viewpoint about what makes them "wrong" you can find a wealth of knowledge to improve your own ability to work with all types of people.

Target Audience

Anyone that wants to understand techniques to manage and work with difficult people

The Problem

- Certain people negatively impact others causing lost productivity
- Employees may not do their own work correctly
- Disruptions to business processes and communication strategies
- Losing revenue and, sometimes, losing customers
- Bottle-necks and delays

Our Solution

To Learn to...

- Distinguish when it is useless to argue with the difficult person
- Maintain their own sense of self-confidence
- Avoid verbal abuse
- Select the correct course of action
- Identify coping strategies

Course Outline

- The Motivational Cycle
- Patterns of Difficult Behaviors
- Effective Coping
- Managing Anger
- Communication
- Building Self-Esteem
- Taking Action
- Providing Useful Feedback
- Handling Conflict
- Taking Criticism
- Practicing Reinforcement
- Preparing to Communicate
- Communication Skill Practice

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Building Stronger Business Relationships

Class Length ½ - 1 Day(s) *Prerequisites None*

Overview

The foundation of personal and professional success lies in assessing behaviors using the DiSC® Personal Profile understanding others and realizing the impact of your behavior System on the people around you.

This course will help you increase understanding and communication to build stronger, more successful relationships.

Target Audience

All employees

The Problem

- Lack of respect and understanding of differences
- Poor communication and conflict
- Low productivity and motivation
- Ineffective teams

Our Solution

To Learn to...

- Define the basic dimensions of behavior
- Identify the techniques for adjusting behavior depending on the situation and other people's needs
- Maximize strengths and reduce weaknesses in the work environment
- Progress from judging to valuing one another's strengths and weaknesses

Course Outline

- **What Successful People Know**
- **Understanding Behaviors:** Behavior vs. personality,
- **Analysis of The Results:** The four dimensions, recognizing and appreciating strengths, potential liabilities
- **Building Relationships:** Benefits of stronger relationships, observing and understanding other behaviors, communication strategies, adjusting behavior, respecting and valuing one another

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Building Better Relationships with Emotional Intelligence

Class Length 1 Day(s)
Prerequisites None

Overview

Leaders with high EQ have been shown to add as much as 127% more value to the bottom line of their organization than average leaders. Not compared to bad leaders—but compared to leaders with average EQ. In this highly interactive one day course, participants will learn the fundamentals of EQ in a powerful and high impact method. When they walk out of the course they will be able to start utilizing and practicing EQ in their work and personal lives.

The days when intelligence was your ticket to success is gone. Current research shows that IQ along with skills and knowledge make up only 20% of what you need for success. Emotional Intelligence (also known as Emotional Quotient) is the other 80%.

Emotional intelligence, or EQ, is a concept that describes factors that set successful leaders apart from other leaders. EQ can be defined as those skills that people use to manage their own emotions wisely, to help them achieve their goals and to manage their interactions with others in ways that maximize the chances of influencing others constructively.

Target Audience

Anyone that wants to assess their emotional intelligence and learn how to manage and leverage it

The Problem

- Managers and employees unable to influence their peers, subordinates, or superiors
- Managers and employee ineffective when working with teams and there is a decreasing level of trust
- Managers unable to lead people through change or to successful outcomes on projects
- Consistently high rates of conflict on teams
- Lack of understanding of how to communicate with
people outside of individual's "comfort zone"

Our Solution

To Learn to...
- Master the ability to communicate to any group
- Understand the principles of emotional intelligence (EQ)
- Identify how the brain works when presented with stress
or lack of clarity
- Develop skills to increase communication between team members or teams
- Acquire skills to manage yourself and relationships better

Course Outline

- Define Emotional Intelligence: what it is, how it works, why it is important
- Discuss what EQ is not
- Introduce the 4 key EQ skills
- Discuss the 4 EQ skills, utilizing interactive and fun exercises: self-awareness, self management, social awareness, relationship management
- Each skill discussion will conclude with work on developing an action plan for the participants
- Review and discuss breakthroughs in EQ research
- Complete action plan to implement learning

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Conflict Management Strategies

Class Length 1 Day(s)
Prerequisites None

Overview

Conflict is often feared and sometimes avoided because many people do not know how to manage the conflict to generate positive results. Prevent conflict from becoming a crisis by learning to understand your own reactions to conflict, how communicate through conflict, and minimize conflict situations.

Target Audience

Teams and individuals who need additional skills to work through conflict situations, managers who need to coach and mediate conflict with employees, and executive teams who need to reach consensus

The Problem

- Stress and frustration caused by unresolved conflict
- Misunderstandings due to unclear communication
- Different communication dynamics prevent teams and individuals from working together
- The time it takes to resolve conflict can derail deadlines and projects
- Emotional reactions to conflict situations
- Meetings that never reach a conclusion

Our Solution

To Learn to...

- Define the benefits of productive conflict
- Identify and minimize the root cause of conflicts
- Understand how different communication styles react to conflict
- Challenge your own attitudes and reactions to conflict • Develop strategies to work conflict situations
- Improve communication and compromise

Course Outline

- **Benefits**: Good and bad conflict, conflict or disagreement?, the benefits to good conflict
- **Types of Conflict**: relationship, information, interests, organization, beliefs
- **Conflict Causes**: methods to identify the root cause of conflict situations
- **Communication is the Key**: DiSC® communication styles, understand how different styles react to conflict,
- **Self-Destructive Behaviors and Attitudes**: challenge your thought process and reactions to conflict
- **Responding to the Negativity and Emotions of Others**
- **Minimizing Conflict Situations**: when to avoid conflict, when to work through it
- **Conflict Resolution Strategies**
- **Facilitating**: working through team conflict
- **Situations and Strategies**: Small group activity to apply concepts to individual or team conflict situations

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Executive Presence

Class Length 4 Day(s)
Prerequisites None

Overview

This four day interactive workshop is for seasoned professionals who need a little more polish - whether running meetings, presenting to, or speaking with the executive level.

Every day, we see experienced, clever, motivated professionals who are excellent at what they do, almost ready for promotion, but their communicating-up skills lack the professionalism and shine required to move up (and communicate up) within their organization.

Target Audience

Professionals who present or speak with middle or higher-level management
Anyone that would like to improve their professional image and communicating up skills

The Problem

- Long-standing professionals are knowledgeable in their job, but weak in communicating ideas to senior management and up
- Old habits die hard; a valuable employee keeps displaying bad habits when communicating either one-on-one or in a group setting
- Seasoned professionals give presentations often, but still feel very anxious about doing so

Our Solution

To Learn to...

- Project confidence and poise
- Choose words carefully for effective executive communication
- Present with strength
- Speak concisely
- Get to the point
- Manage a challenging room
- Handle and answer questions appropriately
- Speak with authority
- Think on their feet
- Respond in a quick, confident manner
- Exchange ideas comfortably in a group setting
- Project confident, relaxed body language

Course Outline

This is a *highly* customized workshop. Topics and outline will be customized; we focus on the areas you want to improve.

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People Skills for a Global Workforce—Cultural Intelligence

Class Length 1 - 2 Day(s)
Prerequisites Cultural Intelligence Multi Rater Assessment

Overview

Working in communities where languages, work styles, information flow, and even views of life are very different. People are challenged daily with understanding the cultural nuances of team members. Consequently, the distance, complexity of tasks, and the diversity of team members all increase the chance for blunders.

The solution is Emotional and Cultural Intelligence Training.
Research suggests that leaders with strong EI are more effective, but it's not a reliable indicator of whether that effectiveness is sustained outside of one's own cultural context or across borders.

Target Audience

Anyone who works in a multicultural global organization and wants to improve leadership, communication skills, or team effectiveness can benefit from the course

The Problem

- Lack of understanding about cultural differences
- Misunderstandings, lack of respect, and frustration
- Poor productivity with team managers and managers scattered across the globe
- Distance and task complexity causes ineffectiveness

Our Solution

To Learn to...

- Apply Emotional Intelligence skills in common, everyday workplace situations
- List steps and actions to take to further develop Emotional Intelligence
- Evaluate personal behaviors in the four Cultural Intelligence competencies of Drive, Knowledge, Strategy, and Action
- Successfully build the framework and communication required to cross cultural and geographic differences in order to succeed
- Apply emotional intelligence, cultural intelligence, and remote people skills to customized practice cases to better prepare for global workplace collaboration

Course Outline

- Define Emotional Intelligence
- -- List EI competencies
- As companies expand across borders people find themselves
- -- Utilize a computer based game to apply Emotional
- Intelligence skills to workplace situations
- -- Take an EI assessment
- Define Cultural Intelligence
- -- Overview the four Cultural Intelligence competencies:
- -- Use resources to better understand and discuss the workplace impact of Hofstadter's six dimensions of culture
- Apply Skills Learned to Customized Case Studies
  - Apply emotional intelligence, cultural intelligence, and remote people skills to customized practice cases to better prepare for global workplace collaboration
  - Use technology for a blended approach to apply skills in a virtual setting.

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Understanding Yourself—The Key to Success

Class Length 1 Day(s)
Prerequisites None
Pre-work Everything DiSC® Workplace Profile

Overview

This highly interactive program has four modules. Each attendee must complete an Everything DiSC® Workplace Profile as pre- work. After the workshop, 747CG provides a Comparison Report for every pair who attends the workshop. 747CG has a similar workshop titled Understanding Yourself and Others: The Key to Successful Management.

Target Audience

Anyone who needs to build relationships and improve their performance

The Problem

Many employees do not,

- Understand themselves and how they affect others
- Understand their reactions to other people
- Know how to maximize on what they do well
- Have a positive attitude about themselves
- Know how to adapt to meet another's expectation

Our Solution

To Learn to...

- Develop the skills needed to effectively relate with others
- Identify the behaviors you exhibit that add value to relationships
- Evaluate the behaviors you exhibit that need improvement
- Communicate to meet the other person's expectations
- Understand why people behave as they do
- Read others

Course Outline

- Learn about the DiSC® model and the Everything DiSC® Workplace Map

- Identify your style and explore the priorities that drive you during your workday

- Discover the similarities and differences among the DiSC styles

- Discover your reactions to different DiSC® styles

- Identify what works for you and what challenges you when working with each style

- Use the DiSC model to understand the people you work with

- Learn how others have bridged their differences using DiSC®

- Practice using DiSC to build more effective relationships at work

- Write an action plan for building more effective relationships

- Learn a method called *people reading*

- Develop skills in recognizing people's DiSC styles based on their behavioral cues

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Think on your Feet! Present with Clarity & Confidence

Class Length 6 Hours
Prerequisites None

Course Outline

Overview

Using improv-based techniques and exercises that mimic real-world work situations, participants will learn to better communicate a message, stay on target, and connect with their audience.

Target Audience

Seasoned or not-as-practiced presenters who want to punch up their presentations, stay on track, and communicate their message more clearly

The Problem

Day-to-day responsibilities often distract us from the focus we need to give our presentations.

Delivering a presentation - as a one of or on a repeated basis - can be daunting, and we can lose focus of our message and how to connect with our audience.

Our Solution

To Learn to...

- Focus on the presentation message
- Use techniques for incorporating a message into a memorable presentation
- Use methods for connecting with your audience.
- Use interactive, improv-based exercises to incorporate energy into your presentation
- Revisiting message and purpose
- Creating a strong message; tailoring it to your audience
- Methods for breathing and projecting voice properly
- Methods to project with confidence and authority
- Exercises to speak with strength: posture and projection
- On your feet: Practice

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Creating Winning Business Writing through Storytelling

Class Length 1/2 Day
Prerequisites None

Overview

It is a paradox. Today's PR professionals have more outlets than ever to share company news and changes — social media, blogs, websites, and emails. That should be a good thing, but it is also turning out to be one of the biggest challenges that PR professionals face. Each of these communication channels requires a slightly different writing style and voice.

Professional messages must now compete with social sharing of videos and stories. The chatter is deafening. With so much competition for consumer's mindshare, the only way a message can break through is if it evokes a strong emotional response.

Target Audience

Anyone who is responsible for creating messages to enrich the public's impression of an organization, its services, and/or products.

The Problem

Many employees do not,

• Organizations and products are not interesting on their own. The interest comes as part of a broader story or pervasive need or message.
• The method consumers use to obtain information has changed. Instead of waiting for a newspaper or television
report, consumers search out information using keywords.
• Traditional media is cutting staff, resulting in fewer trusted news sources, which has resulted in more competition to get a message heard.

Our Solution

To Learn to...

• Examine the power of storytelling for getting readers to care about your message
• Review the basics - grammar is still king and elements of professional style are expected
• Practice storytelling to strengthen marketing messages

Course Outline

• *Pre-work*: Each participant submits three samples of writing to be reviewed by facilitator

• Introductions and Storytelling Icebreaker
• Define Storytelling: Introduce the six key elements needed to construct an effective story, three basic plots (challenge plot, connection plot, and creativity plot)
• Four Most Common Grammatical Errors and How To Avoid Them
• Creating a Professional Style and Tone
• Creating the Story

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