



## Effective Influencing and Communication

'Good' Communication is a vital skill for every individual in every situation and in every organisation. It relies on listening as well as talking, and is a key factor in the ability to successfully influence others. Communication impacts on and affects morale, productivity and profitability. For managers, effective influencing and communication skills will enable them to build and develop their teams, accomplish day-to-day tasks and projects, and gain the necessary buy-in for organisational change. Effective influencers and communicators take account of the differences between people: what motivates them, how they prefer to receive and share information, and how they might respond in different situations based on their goals and circumstances.

*"To effectively communicate, we must realise that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others."* – Tony Robbins

This course:

- Recognises the communicator's responsibility for creating and conveying clear messages and illustrates how to achieve this
- Explores how different people, in different situations, will respond to communication and influence differently
- Examines the various approaches available to build rapport and influence others
- Develops the individual's skills in active listening, in asking the right questions, and in shaping communications in a way that will enable them to achieve their desired results.

This course benefits anyone wanting to improve their communication and influencing skills. In addition, it is anticipated that managers attending will take their new knowledge and skills back to their teams and spread good practices further. The ability of individuals to communicate in a way that is tailored to the recipient, the situation and the goals to be achieved will make a big difference to how they influence others and to the ultimate outcomes for the business.