



# EFFECTIVE COMMUNICATION

## OBJECTIVE

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Develop skills that enable the trainee to communicate effectively by using appropriate tools. The rate of “misunderstandings in communication” will be reduced significantly. Colleagues and customers will understand complex issues much faster and easier. Different point of views and differences will be managed professionally, without losing the commitment of the partner. The output of the department will be maximised through effective building on ideas and constructive criticism.

## TRAINEES WILL LEARN TO ...

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- ... communicate in a way that their customers or colleagues understand them 100%
- ... avoid misunderstandings in a discussion
- ... avoid a “No” by a customer
- ... manage big differences in opinion with a colleague or subordinate
- ... convince people and even make them feel good about it
- ... show leadership and solve (staff-)problems through effective communication
- ... professionally criticize a subordinate
- ... avoid de-motivation of a subordinate after being criticized by them
- ... dismiss or fire somebody and give him/her still a good feeling

## STRUCTURE

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- Theory
- Case Study
- Role Plays
- Video Analysis

## CONTENT

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- The Communication Flow
- Clarify&Confirm
- Recognition
- Building on Ideas
- Managing Differences
- Constructive Criticism

## PREPARATION

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- Each participant shall think of a difficult conversation in the past (such as: ‘Convincing another person to do something he/she was not prepared to do’ or ‘A conflict with a peer or the boss’ or similar.
- No written preparation needed.