

## „EFFECTIVE COMMUNICATION: HOW TO GET TO THE POINT”

„Get your facts first, then you can distort them as you please.” This quote from Mark Twain brings to the point what this course is about.

In this course, you will get to know an easy communication structure which will help you to communicate in a convincing way. You will become conscious of body language and master your emotions even in critical situations. Furthermore, you will learn how to give criticism constructively without offending or creating conflict.

Our objective is, to provide you with all you need to really **lead** conversations.

### YOUR BENEFIT

After these two days

- You will communicate to the point
- You focus on your dialog partner
- You confidently lead through conversations with unknown content
- You lead critical conversation with confidence
- You are able to convince your dialog partner

### PARTICIPANTS' FEEDBACK

- „With all these tools and tips you will convince everybody. “
- „Excellent training. The video-feedback & coaching helps a lot! “
- “Have fun and succeed!”

### YOUR ADDITIONAL BENEFIT

You work with two Executive Coaches supported by Camcorder. After every recorded video, you will get individual personal feedback from one of the coaches.

### HOW WE WORK

In our course, we use the methodology of accelerated learning. This is the most advanced teaching and learning method in use today. It's a total system for speeding and enhancing the learning processes. Based on the latest brain research, it has proven again and again to increase learning effectiveness while saving time and money in the process.

What does this mean?

- **A positive learning environment:** We create a positive and stimulating learning environment. So, learning is joyful, relaxing and interesting. Many exercises with live-coaching and strengths oriented feedback help to easily set up new behaviours.
- **Total learner involvement:** Participants are actively involved at least at 80%. So, they combine theory and practice.
- **Variety that appeals to all learning styles:** We use a rich variety of learning techniques to involve body and mind with all its emotions, senses and receptors.
- **Contextual learning:** Because of the best learning comes from doing the work itself in a continual process of “real world” immersion, feedback, reflection, evaluation, we work in the participants' context. That means, we use settings and cases out of their day-to-day work environment. Answers, ideas and solutions which are developed during the training can easily be integrated into the participants' work environment.

**Accelerated learning has one aim: to get results!**

## „EFFECTIVE COMMUNICATION: HOW TO GET TO THE POINT “

### 1st DAY (9-18 o'clock)

#### Warm welcome and introduction

#### Communicate to the point within 90-120 seconds

- Deepen the basics of communication
- Learn a 5-step communication structure
- **1<sup>st</sup> exercise (camcorder)**
- Feedback and individual coaching
- Increase credibility due to congruent communication

#### Conduct personal conversations with confidently

- Deepen communication structure
- Communicate dialog partner driven
- **2<sup>nd</sup> exercise (camcorder)**
- Feedback and individual coaching

#### Lead a conversation on the phone

- Use the voice consciously
- Listen actively without interpreting
- Ensure understanding while using rhetorical instruments
- **3<sup>rd</sup> exercise (camcorder)**
- Feedback and individual coaching

#### Summary, learnings and transfer

### 2nd DAY (9-18 o'clock)

#### Warm welcome, review day 1 and introduction day 2

#### Lead meetings with unknown content

- Use questions to lead discussions
- Use the communication structure to lead discussion with unknown content
- Get to a result which as agreed by every meeting participant
- **4<sup>th</sup> exercise (camcorder)**
- Feedback and individual coaching

#### Lead critical conversations

- See objections as a chance and not as an offense
- Handling objections
- Handling verbal attacks confidently
- Give criticism constructively
- **5<sup>th</sup> exercise (camcorder)**
- Feedback and individual coaching

#### Summary, learnings and transfer