Communicating Compelling Messages

Enjoying increased self-awareness and ability around influence and status, participants stretch their range of communication styles. They explore how to connect, be succinct and impactful. Participants leave with a renewed ability to communicate with authenticity and confidence.

Learning Objectives

- Analyse strengths and development points of their communication style
- Apply structure to create a succinct and persuasive message
- Compare listening techniques and learn the importance of the communication cycle
- Experience the effect of status on influence and congruence
- Understand the need for balance between connection and belief

Learning Outcomes

- Participants have increased self-awareness and a broader range of communication styles and approaches
- Participants engage in more succinct and impactful communications
- Participants achieve better connection with others, and inspire followership
- Participants are more able to communicate with confidence and authenticity

"This is the best training I've ever been on."

The Session

The session opens by creating a safe environment for participants to progress at the pace they need. They are then lovingly thrown in at the deep end, speaking off-the-cuff and receiving feedback from their peers and facilitator. Some will hear constructive feedback they've never received before, while others gain first-hand insight into the effect they have on others. For all, it is a powerful experience that builds confidence. Psychological safety is key here, to ensure this challenge has the desired effect. Participants then learn to structure succinct, persuasive messages using real examples from their own work. They explore the balance between professional commitment and personal connection to ensure their message lands. They also reflect on how their communication aligns with their organisation's values. The final section focuses on the relationship between body language, facial expressions and tone, and how these shape communication. Through practical exercises, participants experience the powerful impact of their beliefs on communication and status. This course epitomises our commitment to psychologically safe, high challenge, experiential learning. Participants are met where they are and stretched appropriately, making observations about themselves they can't unsee. The facilitator tailors delivery to themes that emerge during discussion, often including communicating with senior stakeholders, having difficult conversations, delivering bad news, speaking with gravitas, and tailoring a message to a diverse audience.

