

Communication Strategy Management

AS YOUR RESPONSIBILITIES GROW, YOUR COMMUNICATION SKILLS CAN HELP YOU SUCCEED—OR HOLD YOU BACK. IN ANY BUSINESS ROLE OR FUNCTION, YOU MUST BE ABLE TO CONVEY YOUR IDEAS IN WAYS THAT DRIVE EFFECTIVE DECISION-MAKING, TEAMWORK, AND ACTION.

In this two-day program, you'll delve into the communication tools and techniques used by the world's most successful managers. Exploring several communication types, this program will help you become more persuasive in written and oral communications in a range of settings. From one-on-ones to large groups, and from informal to formal formats, you will return to your role/organization a more confident communicator with a solid understanding of why and how to shift between communication types. Through experiential exercises and small group activities, you will put these techniques into practice, test out new approaches, and learn to communicate with poise, clarity, and conviction. You'll leave the program with the skills needed to engage, inform, and inspire.

Benefits to the Individual:

- Practical, accelerated learning of communication theory, design and measurement strategies, with a focus on social and behavior change.
- An understanding of multidisciplinary approaches, applied in the context of communication for global health and development.
- Current trends in project management, crisis management and leadership. • Learn the principles of communication that drive all business interactions.
- Structure messages that inspire your audience to take action.
- Grow confidence in your presentation abilities
- Convey your insights and recommendations more effectively.
- Cultivate your personal leadership and communication style.

Topics Covered

- How to develop a strategic communication plan
- Design and implement -relevant messages
- Explore mechanisms for dissemination and measurement
- Develop a crisis response plan
- Understanding and connecting with your audience and preparing for their responses.
- Learning nonverbal communication techniques involving presence, body language, and delivery
- Structuring communications to adapt to different business situations and audiences
- Generating ideas for organizing, preparing, and delivering effective presentations
- Practicing delivery of high-impact messages that are memorable and motivating

This program is appropriate for business professionals at all levels of experience who would like to be more effective in both written and oral communications. Participants must be fluent in English to participate fully in fast-moving discussions, exercises, and group projects.

Duration:
2-3 days

