



Course Outline for Effective Communication Course 'Lost in Translation'



What are the overall learning goals?

1. Understand the strengths and weaknesses of your communication.
2. Be able to communicate more clearly to achieve more.
3. Better understand how others communicate and why.

What will be covered?

We tailor our content to suit your business culture.

Individuals and teams absolutely depend on being able to communicate with other because without this ability there are no teams that deliver, no departments that achieve and no partnerships that work. Effective communication is essential to the success of every business.

What are the learning objectives?

By the end of this training course you will be able to:

- Demonstrate what clear communication looks like.
- Identify other people's communication styles and needs.
- Recognise body language and what it might mean.
- Grow your relationships through more powerful communication.
- Communicate more effectively in person, using the phone and using email.
- Assertively deal with 'political' communication and conflict communication.
- Prepare better for group communication.

What are the long term benefits?

- Get more of what you need done, more quickly and more in the way you need it done.
- Be able to identify various communication styles and how best to communicate to that person.
- More powerfully communicate your message to improve influence and buy-in.

How MBM makes this 'stick'?

Hopefully the term 'Sticky Learning' has intrigued you, whilst you probably guessed a sense of what it is about. In short Sticky Learning is our own unique blueprint that we have developed to help delegates **Realise** more of what they have learnt, are able to **Recall** more of what they have learnt and **Retain** more of what they have learnt. This is good for our clients because it means that they spend money with us that is better invested than other training providers because the learning is used for longer.

Who is it for?

Individual contributors, Managers, Team leaders, whose success depends on their ability to communicate clearly, to be understood and to influence how another person performs, and create positive working relationships.

What attendees have previously said?

"I particularly loved the NLP techniques of 'El Bow' and the story about the bumble bee. They will stick with me forever, particularly when I am talking to the buyers".

What is the course/programme duration?

At MBM we no longer offer 1 day courses due to their limited effect. Our 'Sticky Learning' enables delegates to learn more, learn quicker and learn easier. Our Sticky Learning is a 6 months programme comprising of a Learning To Learn 1/2 day training course, pre-work, a Foundation 1 day training course, and an Advanced 1 day training course, 6 months after the Foundation training course. In between the Foundation training course and the Advanced training course you will be challenged with case studies, video's, research papers and other mediums to encourage you to use your learnings.

How many delegates per course?

Up to 12.

How do we measure your return on investment?

There are many evaluation methods for training, each trying to find the holy grail of return on investment. We use Donald Kirkpatrick's four level training evaluation model because it has stood the test of time, since 1953. This is how we suggest we evaluate our Effective Communication training course for you:

Level 1

On each of the 2 days of the course you are asked for your feedback. This is commonly known as a 'smile sheet'.

Level 2

At the end of the 2 days you are set a test of 10 questions to understand how much of the learning you have absorbed. This is carried out as a 'quiz', but has a serious element around understanding your immediate retention and also because quizzes help makes sure that the learning sticks.

Post the Foundation day you are emailed a questionnaire asking you to:

- Rate how well the Foundation day achieved the learning objectives and why.
- Rate how likely you are to now achieve your individual learning objective and why.
- Rate how much your knowledge has increased and why.

Level 3

At 3 months after the Foundation training course you are emailed a questionnaire asking you to:

- Rate how much you have achieved your individual learning objective and why.
- Rate how much have you improved your communication effectiveness and why.

Level 4

At 6 months, in the advanced training day course, you are asked to identify one example of a change in your communication behaviour that has led to a bottom line impact.

How do I book?

Contact one of our effective communicators on 0870 4424 504 or visit www.makingbusinessmatter.co.uk or email helpme@makingbusinessmatter.co.uk

