

Credible Communication



“Trust is the most essential ingredient in effective communication.”
- Stephen R. Covey

About the Workshop

When it comes to communication, who we are is as important as what we say. So while this workshop covers all the fundamental communication skills (e.g. writing, speaking, body language), it builds from the foundation of an assertive win-win mindset and active listening skills.

In this two-day, highly interactive workshop, participants will learn that all exceptional communicators ask themselves, “What is this person understanding?” (vs. “What am I saying?”) Additionally, participants will learn:

- How to overcome communication barriers
- How to read body language
- How to communicate across cultures and avoid common mishaps
- How to communicate clearly, concisely, and completely

About the Facilitator

Jonathan Abraham travels internationally speaking and writing on topics of Communication, Leadership Development, and Organisational Effectiveness. Having lived in three continents, he brings a passion for cross-cultural communication into his workshops, which blend his background in academia and comedy (directing an improvisational theatre group in Delhi) to create an unforgettable—and practical—learning experience.

About MDN Fusion

MDN Fusion is a Leadership Development and Assessment Consultancy. We have a passion for developing people to their full potential and work with organisations who share this desire for their team members. Our development solutions enable people to build the right attitudes and skills to be enduringly successful in the global market place.

“The biggest single problem in communication is the illusion that it has taken place.”

- George Bernard Shaw

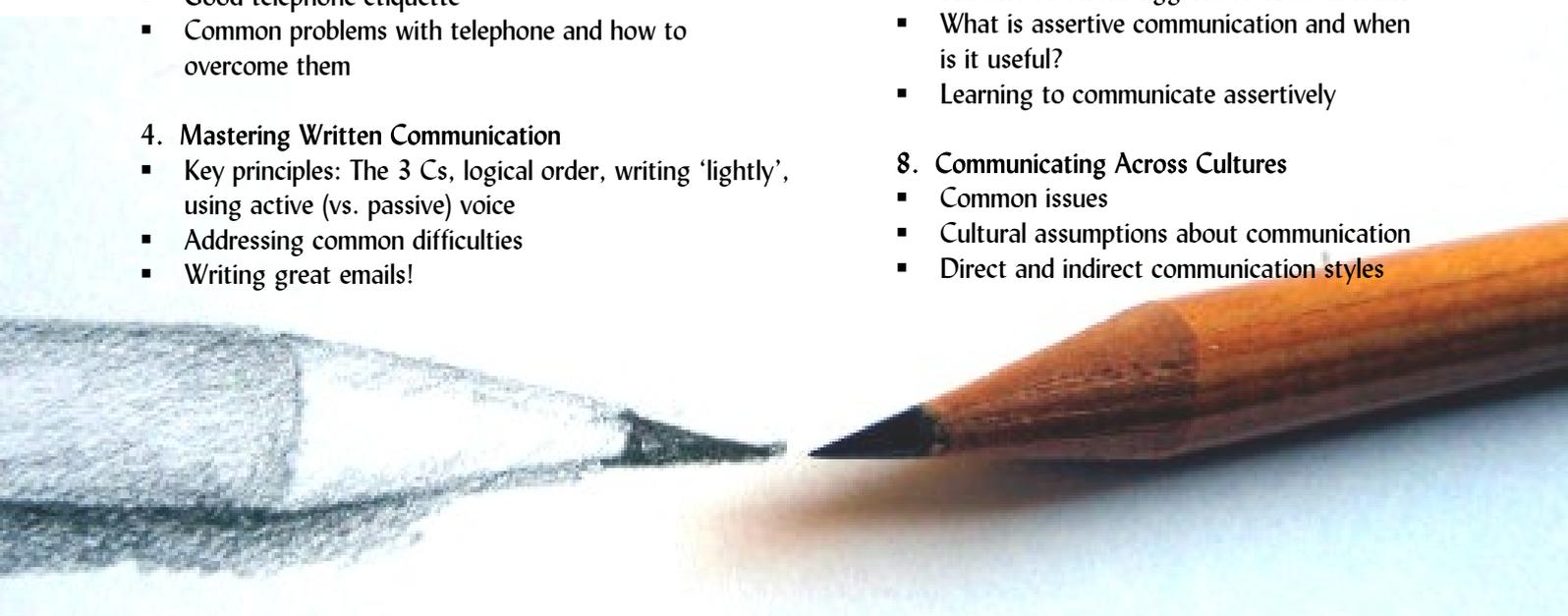
Methodology

The workshop will be highly interactive, with opportunities for participants to engage in group and syndicate discussions, case studies, exercises and role plays. We do still include more traditional teaching from the front, where the relevant theoretical models are introduced, but always with the emphasis on applying these in day-to-day work.

Contents

This two-day workshop will cover all aspects of credible communication, including:

1. **The Communication Process**
 - Definition of communication: “The process of creating understanding in the minds of others to promote a response.”
 - Understanding the process: Discover common points of breakdown and how to prevent it
 - Overcoming barriers to communication
2. **Mastering Face-to-Face Communication**
 - The significance of words, voice, and body language
 - Building rapport
 - Developing good body language
3. **Mastering Telephone Communication**
 - Good telephone etiquette
 - Common problems with telephone and how to overcome them
4. **Mastering Written Communication**
 - Key principles: The 3 Cs, logical order, writing ‘lightly’, using active (vs. passive) voice
 - Addressing common difficulties
 - Writing great emails!
5. **Active Listening and Questioning**
 - The big shift: From focusing on myself to focusing on others
 - Listening: The levels of listening, its barriers, its benefits, and how to really listen
 - Questioning: The funnel technique, open and closed questions, tips for effective questions
6. **Communicating with Credibility**
 - Speaking with integrity
 - Keeping your word
 - Being transparent
7. **Communicating Assertively**
 - Submissive versus aggressive communication
 - What is assertive communication and when is it useful?
 - Learning to communicate assertively
8. **Communicating Across Cultures**
 - Common issues
 - Cultural assumptions about communication
 - Direct and indirect communication styles



“The art of communication is the language of leadership.”

- James Humes