

Leadership & Effective Communication Workshop: Course Outline

Course Objective: To enhance participants' understanding and application of effective communication skills in business settings, focusing on verbal, non-verbal, and written communication.

Target Audience: Professionals seeking to improve their communication abilities for better collaboration, feedback, and overall workplace success.

Course Modules:

1. Introduction to Effective Communication:

- Defining communication in business.
- Understanding various communication styles.
- Exploring verbal and non-verbal communication elements.
- Identifying effective language use in a professional context.
- Learning the art of asking insightful questions.

2. Communication Challenges in Business:

- Analyzing common technical problems that hinder communication.
- Recognizing environmental factors affecting communication quality.
- Addressing challenges arising from cultural differences.
- Improving listening skills to avoid miscommunication.
- Enhancing written communication quality (grammar, clarity, tone).
- Avoiding oversharing in professional interactions.

3. Primary Communication Styles (Personalities):

- Understanding communication based on personality traits.
- Passive Communication: Characteristics and impact.
- Aggressive Communication: Characteristics and impact.
- Passive-Aggressive Communication: Characteristics and impact.
- Assertive Communication: Characteristics and impact.

4. Communication Styles (Application):

- Collaborator: Promotes teamwork, cooperation, and mutual understanding.

- Skills: Active listening, constructive feedback, win-win solutions, compromise.
- Challenges: Poor communication, lack of clarity, trust, diversity, and feedback.
- Director: Direct, decisive, and focused on results.
- Persuader: Influential, charismatic, and persuasive.
- Inquisitor: Analytical, detail-oriented, and asks probing questions.

5. **Secondary Communication Styles:**

- Understanding communication under stress or pressure.

6. **Auxiliary Communication Styles:**

- Non-verbal cues: Body language, eye contact, facial expressions, and gestures.

Key Takeaways:

- Participants will identify and understand different communication styles and their impact on business interactions.
- Participants will learn to recognize and overcome common communication challenges.
- Participants will develop skills to enhance their verbal, non-verbal, and written communication.
- Participants will gain practical strategies for improving collaboration and building stronger professional relationships.
- Participants will be able to use effective communication techniques for giving feedback, and engaging effectively with others.