

How to be an Influential Communicator

(Code: HIC)

Evolution-U Language & Communication Business Suite
One Day Classroom* Format - Advanced



The Evolution-U Language & Communication Business Suite offers customisation of content flow using existing modules across our complete offering of engaging soft skills trainings, providing usable tools for measurable performance gains praised by our clients

Course Outline

This one day classroom training provides a series of linguistic tools for executives of all levels who want to communicate with authority and influence while maintaining empathy and respect. Participants learn a tool kit of linguistic techniques which they can use to improve their communicative effectiveness with internal stakeholders, management, team members and clients.

* This training content is also available in 4 x 90 minute interactive webinars for online delivery.

Learning Objectives

By taking this course, participants will;

- Deconstruct the process of developing rapport and learn how to build rapport in most client situations;
- Become aware of and learn how to use linguistic patterns that can be used to improve influence in business and personal situations;
- Develop active learning skills which will improve their ability to gather information and better service the client;
- Learn a skill set for framing language to be more persuasive and to deal with objections and complaints, developing a glossary of such responses for team use;
- Use Socratic Learning as a communication tool for increased influence;
- Participate actively in class exercises designed to allow practise of the techniques and application in business situations.

Course delivery consists of trainer led presentation with video support, group breakouts, exercises and case studies. Open class discussion is encouraged to allow participants to learn from experience and best practise of others.

Course Content

How to Build Rapport

Building rapport is the basis of all communication. If we want to successfully sell our product or service, negotiate a deal or build a long term relationship, the chances of success are increased tremendously if there is rapport between the parties. The principle is simple; people like people like themselves, so in this module participants are taught NLP based techniques to build rapport with anyone in any situation using both conscious and unconscious triggers. Exercises are performed in pairs and are designed to utilise the content taught in class and give participants practical experience at using rapport building techniques. Following the exercise there is a video and Q&A session to consolidate the learnings.

Hierarchy of Ideas

The Hierarchy of Ideas is a powerful linguistic technique for controlling the level of language and understanding how best to deliver information to stakeholders based on their personality preference for receiving data. The theory of the Hierarchy of Idea's is relatively straight forward; agreement is easier to achieve in the abstract, however many stakeholders require detailed information rather than abstract. The principle is extended to understanding how people filter conceptual vs. detailed information and being able to quickly identify this personality trait in order to improve the chances of success in any given dialogue.

Active Listening

If there is one skill that senior executives highlight as the key to business success, it is listening to the client. However few then follow through on this generic requirement with focused training for their client centric teams. The skill of active listening while conceptually simple, takes practise and discipline to master. This section introduces the concept and gives participants a checklist of actions and tools to develop their active listening capabilities, the result of which are increased client dialogue resulting in better information, improved relationships and competitive advantage.

Linguistic Framing

The skill of framing our communications, whether written or spoken, is an essential component of influencing the response to our request, feedback or statement. In this section participants learn a range of linguistic framing techniques which will be applied to both written and oral case studies and role plays.

Reframing

The linguistic technique of reframing is used to reduce resistance, handle objections, and generate options. This technique is used frequently in sales, negotiation and mediation and is considered one of the more difficult techniques to master. With NLP, a readily usable structure to develop reframes is taught, allowing an exercise to be conducted allowing participants to practice generating reframes to everyday business situations.

Group Exercise: Socratic Learning

The final section of the session is a group exercise whereby participants are introduced to the principle of socratic learning and how to drive change through structured questioning. Instructor led examples lead into the exercise where participants are grouped and develop work relevant socratic learning responses to address their issues, before presenting to the class.

Class Role Plays

Participants will prepare in their groups for a series of short role plays which will be performed in pairs in front of the class. Group analysis and discussion allows best practises to be identified for use in real business situations. Participants will each be given 15 minutes to prepare for their role play and expect to use the tools covered during the days training. Role plays will be developed prior to the training and based on realistic and relevant work situations.

Review and Top 3 Take-Aways

The training concludes with participants identifying their top 3 takeaways both individually and in their groups and sharing the reasons why with the class. This serves as an effective review process whereby the identification of the most important techniques increases the likelihood that they will be adopted post training.

Who Should Take This Course

This training is designed for all executives, team leaders and management who aspire to improve their interactions, relationships and influence with team members, internal stakeholders and clients. The tools introduced in this training promote understanding, collaboration and influence, empowering colleagues and enabling change.

This training course is fully certified by Evolution-U.

**For more information & reservations please contact Jessica
jessica@evolution-u.com or call +852 9498 9067**

www.evolution-u.com • www.linkedin.com/in/neilorvay/

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Sales Effectiveness • Building Trust • Negotiation Theory • Diversity & Inclusion
Persuasion Psychology • Personality Profiling • Leadership • Team Building • Personal Empowerment**