

COMMUNICATING FOR IMPACT

Benefits and outcomes

- Recognize and use the power of non-verbals and body language to emphasize your message.
- Apply a variety of strategies for organizing presentations.
- Improve planned and impromptu public speaking skills through practice, feedback, and coaching.
- Use communication technology (voicemail and email) with surer judgment and effectiveness.
- Review and edit communication samples using guidelines for effectiveness.
- Apply a strategic communication planning tool to draft an effective internal communication plan.
- Assess your organization's employee communication system to target improvement opportunities.

Program Curriculum

Module 1: Communication Act

- The business case for communicating for impact
- The importance of non-verbal communication
- Videotaped presentations—gestures and non-verbal communication
- Organizing your communication
- Impromptu speaking

Module 2: Communication Plan

- Strategic communications planning
- Channels of communication

Module 3: Communication System

- The organizational communication system
- Factors for effective employee communications
- Improving organizational communication
- Communicating within and outside of your team

Module 4: Communication Toolkit

- Tips for effective writing and e-mail communication
- The importance of communication technology
- Strategic communication planner

Linkage Training Programs are approved by the following organizations

