

THE LINKAGE COMMUNICATION CLINIC

Overview

Effective leaders and peak performing contributors choose their words – and their nonverbal communication cues – with care. They use every conversation and written exchange to highlight their points of view, achieve goals, influence change, impact behaviors, and strengthen relationships with others.

The Linkage Communication Clinic is designed to help individuals improve their communication strategies and to maximize the impact of every communication.

Who Should Attend

Leaders, managers, directors, and executives who want to enhance their communication skills to increase their effectiveness as leaders

Benefits & outcomes

- Receive a personalized assessment report and confidential one-on-one coaching on your communication style and abilities
- Utilize proven tools and techniques to implement essential leadership communication principles
- Harness the power of verbal and nonverbal communication to drive change, build trust, and learn to have powerful conversations

Pre-Work

Take Linkage's comprehensive 360° **C-SAIL™** assessment.

Program Curriculum

- Identify your communication style and abilities and learn steps needed to adapt your communication approach
- Assess and develop your ability to listen, convey and track information accurately through strategic skill practice
- Engage in a series of innovative exercises designed to provide experiential learning and concrete feedback on your assessment results
- Walk away with tangible action plans for ramping up the quality and impact of your communications

Day 1: Understanding Yourself as a Communicator

- 12 principles for communicating as a leader
- Your communication style (C-SAIL™)
 - Open – Reserved
 - Optimistic – Skeptical
 - Emotional – Analytical
 - Directive – Receptive
 - Spontaneous – Deliberate
- Your communication abilities
 - Listening as a leader
 - Conveying as a leader
 - Tracking as a leader
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Day 2: Formulating Your Communication Strategy

- Your communication strategy
 - Defining your blueprint for change
 - Targeting key stakeholders
- Overcoming communication barriers
 - Repairing lost trust
 - Holding powerful conversations
 - Dealing with cultural differences
- Dealing with competing demands

Day 3: Communicating for Impact

- Developing your leadership message
- Delivering your leadership message
- Bringing it all back home

Linkage Training Programs are approved by the following organizations

