

Influencing & Creating Impact Through Business Communication

Duration: 5 Days

Language: en

Course Code: MG2-182

Objective

Upon completion of this course, participants will be able to:

- Understand and employ the fundamentals of influence and persuasion across diverse professional scenarios.
- Communicate concepts persuasively through structured thinking, storytelling techniques, and visual aids.
- Navigate through organisational structures and dynamics adeptly to gain approval from crucial decision-makers.
- Engage confidently with the media, skillfully framing and delivering messages for maximum impact.
- Hone expertise in public speaking, incorporating audience engagement strategies, and effectively addressing challenging questions.

Audience

This course is designed for anyone responsible for enhancing business communication methods in order to create innovative solutions with relevant stakeholders. It would be most beneficial for:

- Business Owners
- Project Managers
- Partnerships Managers
- Business Analysts
- Executives
- Directors
- PR Professionals
- Public Speakers

Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension. Participants will review the best ways to present an idea to stakeholders to gain buy-in and understand the nuances of external communication, emotional intelligence, and body language.
They will watch videos discussing the importance of a strategic project plan with all of the essential elements of forward-thinking considered. They will then go through a trainer-led presentation to understand what to expect from media and external attention and how to deal with negativity from the press or competitor sources professionally.

Summary

In the dynamic landscape of contemporary business, mastering the art of influencing and creating impact through effective communication is paramount. This specialised skill set enables individuals to shape perceptions, drive decisions, and foster positive outcomes.
A strategic approach to business communication involves the adept use of language and a deep understanding of the audience, context, and desired objectives. Professionals can navigate complex corporate environments with finesse by honing influencing techniques and leveraging persuasive communication strategies.
Whether it's presenting ideas persuasively, gaining buy-in for essential projects, or

communicating effectively in various technological platforms, the ability to influence and create impact through business communication is a cornerstone of successful leadership and organisational effectiveness.

Course Content & Outline

Section 1: The Power of Persuasion

- Foundations of persuasive communication.
- Crafting compelling and convincing messages.
- Utilising persuasive techniques in various contexts.
- Effective storytelling for persuasive impact.
- Navigating resistance and overcoming objections.
- Building credibility and trust in persuasion.
- Tailoring messages to diverse audiences.
- Ethical considerations in the power of persuasion.
- Practical exercises for honing persuasive skills.
- Applying persuasion in leadership and business scenarios.

Section 2: Gaining Buy-in for Innovation

- Strategies for gaining buy-in from stakeholders.
- Communicating the value and benefits of innovation.
- Overcoming resistance to change and fostering a culture of openness.
- Building strong alliances with key decision-makers.
- Crafting persuasive proposals for innovative projects.
- Addressing concerns and uncertainties surrounding innovation.
- Aligning innovation goals with overall organisational objectives.
- Demonstrating the positive impact of innovation on the bottom line.
- Engaging and involving stakeholders in the innovation process.
- Case studies: Successful approaches to gaining buy-in for innovation.

Section 3: Navigating Organisational Dynamics

- Understanding the intricacies of organisational dynamics.
- Navigating hierarchies and communication structures.
- Building effective relationships with diverse stakeholders.
- Identifying and managing power dynamics within the organisation.
- Strategies for successful teamwork and collaboration.
- Adapting leadership styles to fit organisational dynamics.
- Addressing conflicts and challenges within the organisational context.

- Leveraging organisational culture for positive outcomes.
- Navigating change and uncertainty in dynamic environments.
- Developing skills for influencing and driving positive organisational change.

Section 4: Media & Stakeholder Communication Strategies

- Crafting effective media and stakeholder communication plans.
- Navigating media landscapes and communication channels.
- Building positive relationships with key stakeholders.
- Tailoring messages for diverse audiences and platforms.
- Crisis communication strategies and reputation management.
- Engaging with traditional and digital media effectively.
- Using storytelling techniques for impactful communication.
- Aligning communication strategies with organisational goals.
- Ethical considerations in media and stakeholder interactions.
- Practical exercises for honing media and stakeholder communication skills.

Section 5: The Art of Public Speaking

- Mastering the fundamentals of public speaking.
- Effective techniques for engaging and captivating an audience.
- Structuring and delivering impactful speeches.
- Overcoming nervousness and building confidence.
- Adapting communication style to different speaking situations.
- Handling challenging questions and interactions with finesse.
- Utilising visual aids for enhanced presentation impact.
- Creating and delivering persuasive messages through public speaking.
- Navigating diverse speaking platforms and contexts.
- Continuous improvement and refinement of public speaking skills.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique

Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Customer Service & Public Relations (PR), Management & Leadership, Project Management

Tags

Business Communication, Impact, Influence

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