



# **Enhanced Communication For Business Leaders Programme**

## **Overview, Purpose and Objectives**

## **ENHANCED COMMUNICATION FOR BUSINESS LEADERS**

### ***1. Programme Purpose and Objectives***

Human resources represent the highest costs on most company P&L Accounts. This Programme focuses on how to maximise production from direct reports to achieve the corporate goals in a cost effective manner. At all levels of business, people are required to persuade others both internal and external, to take action in one form or another. When persuading, motivating or instructing others the extent of their compliance depends on not just what we say but on how we say it and the body language we use. Effective communication has been the subject of considerable research. The make up of the human psyche is highly complex and most people do not know what makes themselves tick let alone others.

The main focus of this Programme is:

- To maximise cooperation
- To avoid inadvertent de-motivation
- To increasing productivity

#### **The principal purposes of the Programme are:**

- To teach delegates about all aspects of human characteristics, cognitive receptors, belief systems and paradigms and how this information may be utilised to build rapport and motivate people to commit themselves to improve productivity or cooperate fully
- To teach delegates how to get the best out of their people
- To discuss with delegates in a workshop format the ideal characteristics, skill, and knowledge of an ideal leader that can achieve corporate objectives through a team whatever the circumstances
- To teach delegates how to enhance their own make up and the areas on which to concentrate in order to develop into an ideal leader

#### **The principal objectives of the Programme are:**

- To show leaders what makes people tick, how they think, how they develop a mental state and how that state reflects in their behaviour, which in turn impacts productivity and cooperation
- To show delegates how their personality profile impacts upon them and the way in which they deal with people
- To teach delegates how to recognise the personality profiles of people and how to use this knowledge effectively to build rapport in order to motivate them to increase productivity



- To teach delegates the various forms of motivation and how motivation or de-motivation linked to their working environment impacts productivity or cooperation
- To teach delegates how processes to achieve measurable outcomes incorporate tasks, which require a specified quality and quantity of time and skill. Delegates are also taught how to motivate people to complete tasks effectively in the minimum amount of time

## **2. Programme Overview and Contents**

This Programme is structured to run over two days typically for 8 to 12 delegates.

The Programme structure is based on approximately 30% theory, 30% workshop and discussion and 30% on role-plays and projects. The balance of time is taken up with introductions and summaries.

Prior to the Programme delegates are invited to participate in a DISC Personal Profiling exercise, the output of which is discussed and used during the Programme. During the Programme encapsulated in a project delegates focus on their best and worst performer in terms of productivity, and develop action plans to establish the reasons for these differences, and some practical ideas and actions for closing the gaps.

During the Programme, some specific characteristics of the Ideal Leader are expanded and worked upon as they relate to human resource utilisation and these are as follows:

- Vision and Goal Setting
- Process Management and Gap Analysis
- Strategies and Tactics to achieve Specific Outcomes
- Planning
- Coaching
- Conflict Resolution

*Note: This Programme is designed primarily with business leaders and manager in mind; however, the concepts of effective communication apply equally in the sales arena where building rapport with customers is a key activity. Programmes can be customised where all the delegates are responsible for a sales function.*

### 3. *Agenda for Enhanced Communication for Business Leaders Programme*

#### **Day 1 – Morning**

#### **Enhanced Communication for Business Leaders**

- **Introductions**
  - Course Leaders and ESP
  - Agendas Day 1 and 2
  - Ice Breaker – Personal Heraldic Shield Production
- **Individual Delegate Introductions**
  - Personal Communication Challenges
- **Coffee Break**
- **Open Forum Discussion**
  - The Ideal Characteristics, Skill and Knowledge of a Business Leader
- **Briefing on the Ideal Characteristics of a Leader relative to the Programme**
  - Vision
  - Business Knowledge
  - Strategist / Tactician
  - Process Management
  - People Utilisation
- **Session 1 – Processing Information**
  - Communication and Behaviour
  - Cognitive Receptors
  - Types of People (DISC Profile)
  - Perceptual filters
- **Delegate Project**
  - Working in pairs to establish the other party's Profile Type
- **Lunch**

## **Day 1 – Afternoon**

### **Enhanced Communication for Business Leaders**

- **Session 1 Continued – Processing Information**
  - Components of the Mind
  - How the Mind Works
  - Thought Analysis
- **Session 2 - People’s Behaviour and Reasons**
  - Mental Ceilings
  - Source of Belief
  - Negative Focus
  - Self Esteem
- **Delegate Individual Project – Paradigms and Beliefs**
  - Recognition
  - Positive or Negative Effect on Production
- **Coffee Break**
- **Session 3 – Connecting and Communicating**
  - Transmission and Physiology
  - Words / Tone / Volume
  - Pacing and Key Elements
- **Building Rapport**
  - The Art of Listening
- **Delegate Project – Demonstrating Communication using Incorrect Transmission**
  - Delegates practice attempting to communicate positive news using negative communication tactics and vice versa to demonstrate rapport building methods
- **DISC Model Briefing and Characteristics**
  - Dominant – Influential – Steady - Compliant
- **Master Profile Model**
  - Sub Divisions of Main DISC Components
- **Evening Project Briefing**
  - Delegates review their own DISC Profiles from the pre-Course Analysis to prepare a briefing for the next morning on any surprises plus changes that they think they need to make in view of their management responsibility



## **Day 2 – Morning**

### **Enhanced Communication for Business Leaders**

- Introduction
- Review of Day 1
- Personal Profile ID Project
  - Delegates brief others regarding their individual DISC Profiles
- Coffee Break
- Session 4 – Developing People
  - Processes Involve Tasks
  - Tasks Involve Skill – Time – Motivation
  - Motivation Methods
  - Ambitions, Goals and Purpose
  - Coaching GROW Model
- Delegate Project
  - Delegates consider and note 3 people in their team whose productivity or performance could be improved and how this might occur
- Developing People - Part 2
  - Market Research
  - Competitor Activity
  - SWOT Analysis
  - Strategy and Tactics
  - Responsibilities
  - KPI's
- Lunch

## **Day 2 – Afternoon**

### **Enhanced Communication for Business Leaders**

- **Session 4 Continued - Developing People**
  - Conflict Resolution
  - Cause and Effect Responses
  - Parent / Child Communication Methods
- **Delegate Conflict Resolution Project**
  - Teams of two delegates role-play an aggrieved employee and the manager
- **Review of Conflict Project**
- **Cause and Effect**
  - Stimulus
  - Perceptual Filters
  - Response
  - Outcomes
- **Coffee Break**
- **Review Great Leader Characteristics Relative to the Programme**
- **A Structured Process for Developing People**
  - Levels of Initiative
  - Self Empowerment
  - Improving Relationships
  - The Power of Cooperation
  - Areas of Concern and Influence
- **Individual Review of Programme Contents**
  - Value and Benefits of the Programme
  - Discussion of Components for Application to Individuals
  - Programme Deliverables against Expectations
- **Programme Review and Close**