

## *Beyond the Words: Using Communication Techniques for Business Success*

**Course Code:** 1455

**Course Duration:** 1 day

From the words you choose, to the conversations you have, to the questions you ask, to your body language, different parts of you speak volumes ... although it may not be what you wanted to communicate! Understanding these clues during everyday conversations or negotiations can give you the advantage.

Are you using the one word that increases the possibility of cooperation from 60% to 94%, or the 12 most persuasive words in the English language? Do you or others express your goals positively or negatively, prefer to increase pleasure or decrease pain, notice what things you have in common with others or notice what is different, or think in terms of the past, present, or future? Are you motivated by what is necessary rather than by what is possible? Achieve your desired outcome by building rapport and understanding the role of congruence through techniques such as Neuro-Linguistic Programming. This course identifies ways to help you understand the deeper meaning of everyday conversations and negotiations, and arms you with immediate and impactful techniques to get you to your desired outcome.

**Course Description:** This course identifies ways to help you understand the deeper meaning of everyday conversations and negotiations, and arms you with immediate and impactful techniques to get you to your desired outcome. You will better understand the way you think, as well as process and express information. By using these techniques, you'll also be able to identify the way others process and express information. Having this information at hand will allow you to select the best way to build rapport. Your knowledge of the subject matter will be tested throughout the course via various classroom exercises.

### **Topics List:**

- Understand the goal of neuro-linguistic programming
- Use senses in communicating
- Link eye movements to the brain
- Understand context, timescale and life content
- Interpret body language in business
- Understand gender differences in body language
- Use non-verbal sensory cues to determine preferences
- Strategically use interruptions
- Build rapport in individual and group settings
- Select appropriate words to avoid communication errors and build relationships
- Understand business and personal applications for rapport and congruence
- Achieve life satisfaction with PERMA
- Identify constructive and deconstructive responses

## Outline

1. Course Foundations
  - a. Three Components of Your Message
  - b. Target Market
2. Neuro-Linguistic Programming
3. Context
4. Body Language
5. Voice
6. Rapport and Congruence
7. Internal Focus

**Who Should Attend:** Project and program managers, customer service managers, supervisors, team leaders, functional leaders, technical specialists, trainers, executives, senior managers, resources managers, team members, administrative assistants, subject matter experts, help desk employees and front line employees.