

# € TRAINING

Communicating to Influence and Impact



21 - 25 October 2024  
Casablanca (Morocco)  
New Hotel



# Communicating to Influence and Impact

REF: Q2100 DATE: 21 - 25 October 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

This training program offers comprehensive instruction on enhancing communication skills to drive influence and achieve impactful outcomes. It equips individuals with the tools and techniques necessary to communicate with confidence and make a lasting impact in professional and personal contexts.

## Program Objectives:

At the end of this program, participants will be able to:

- Read minds! Alternately, comprehend why some people are more difficult to persuade and deliver your message in ways that are effective for them.
- Recognize many personality types and be familiar with the keywords that fit each one Frame your message in light of other people's values and motivations.
- Use body language to amplify what you say in words.
- Find solutions that satisfy all stakeholders and are win-win.
- Learn how to build rapport with anyone and get "onside".
- Come away more charismatic and having developed your own personal power.
- Lead and inspire others more effectively.

## Targeted Audience:

- Leaders.
- Managers.
- Salespeople.
- Employees who wants to be more persuasive and influential.

## Program Outline:

### Unit 1:

#### The Power of Impactful Communication:

- Gain insight into the critical role of communication in creating positive change in a volatile, uncertain, and

increasingly complex world.

- Understand how communication shapes society and can be leveraged to build more inclusive communities.
- Explore the impact of effective communication on organizational success and individual growth.
- Learn about the ethical considerations and responsibilities associated with impactful communication.
- Discover how communication can drive innovation, foster collaboration, and inspire action.

## Unit 2:

### Cultivating Purpose-driven Communication and Influence:

- Learn how embedding and nurturing a purpose-driven organizational culture can drive change within an organization.
- Explore strategies for influencing change both within and beyond your network, fostering confidence and overcoming barriers.
- Understand the importance of aligning communication efforts with organizational values and goals.
- Discover techniques for communicating purpose and vision to inspire and motivate others.
- Gain practical skills for engaging stakeholders and building support for organizational initiatives.

## Unit 3:

### Essential Attributes of Effective Communicators:

- Explore the key attributes that contribute to becoming an effective influencer.
- Learn how to communicate effectively through active listening and compelling storytelling techniques.
- Develop self-awareness and emotional intelligence to enhance communication effectiveness.
- Understand the role of empathy and authenticity in building trust and rapport with others.
- Gain insights into non-verbal communication cues and their impact on interpersonal interactions.

## Unit 4:

### Maximizing Your Influence and Impact:

- Reflect on your Personal Impact Plan and identify opportunities for growth and development.
- Create a supportive network of peers to enhance your influence and impact.
- Explore techniques for managing resistance and overcoming communication challenges.

- Develop strategies for adapting your communication style to different audiences and situations.
- Learn how to leverage feedback and continuous learning to refine your communication skills.

## Unit 5:

### Collaborative Communication for Impactful Results:

- Gain insight into effective communication strategies for achieving cooperation with stakeholders.
- Explore techniques for fostering collaboration and achieving shared goals through clear and persuasive communication.
- Understand the importance of building trust and credibility in collaborative relationships.
- Learn how to navigate conflict and negotiate win-win solutions through effective communication.
- Develop strategies for communicating results and celebrating successes to sustain momentum and engagement.
- Gain insight into how to achieve cooperation with stakeholders through effective communication.