

Communicating Up, Down and Across the Organization



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Get heard -regardless of where you sit in the organization

Do you want to be **heard across the company** regardless of where you sit in the organization? Are you ready to **communicate with your senior management** team? Do you need to **influence your colleagues** to support your project?

It can happen at a moment's notice: you need to communicate a new idea to senior managers, influence your colleagues to support your proposal or inspire direct reports to make a change. Are you prepared to communicate with anyone in your organization? Do you know how to analyze your audience? Can you frame your message so that people feel connected to you?

To connect with many types of people while showing confidence, credibility and trustworthiness requires specific tools and strategies. In this programme, you'll focus on the specific communication skills and competencies necessary to build mutual understanding and connections with others, regardless of your role. You'll also discover influence strategies and learn how to critically evaluate each unique communication event.

Who should attend?

Business professionals who want to be strong, passionate and effective communicators who can speak to a variety of audiences across organizational boundaries.

The programme is delivered in English. Participants must have a good level of spoken business English to be actively involved in all aspects of the programme.

“Of all of our inventions for mass communication, pictures still speak the most universally understood language.”

Walt Disney



How you will benefit

How will you benefit?

After taking this programme, you will be able to:

- Analyze your audiences and different situations and plan your message
- Create processes to frame your message to specific audiences
- Apply strategies to influence and motivate others throughout the organization
- Understand how communication can impact how much influence you have
- Exhibit a strong sense of self-confidence with your peers, direct reports and managers
- **Network and learn from a diverse group of peers from different functions, industries and countries**
- **Develop a personal action plan to implement back at work**
- **Learn and practice using real examples and role plays over 2 interactive days**

Why is this programme different?

- The programme is facilitated by an experienced business person who knows what it is like to work in an international business environment and understands your challenges.
- Every year, many business people from more than 20 different countries join this programme and over 95% recommend it to their colleagues.
- This programme is about you! You will discover your own management style and how it is perceived by your team to better leverage differences and achieve your objectives.
- You will get intensive feedback from your facilitator and a multi-cultural group of participants.
- You will bring your own people management challenges to the programme and these will be addressed in the programme with solutions and input from the whole group.
- You will leave the programme with a concrete action plan to ensure you are implementing the learnings back at work and become a successful people manager.

“The instructor was very engaged, provided useful feedback and relevant examples. The class was stimulating and informative. The information will definitely be useful for my job.”

Laura M

What will you learn and practise?

This 2-day programme is highly interactive.

Programme Highlights:

Solving Real Workplace Communication Issues

- Recognize the role of communicating in developing influence and improved productivity
- Identify your specific workplace up/down/across communication challenges as focal points

Putting the Best “You” Forward

- Exhibit a strong sense of confidence and external image
- Create and maintain credibility and trust with others
- Apply strategies to build and use rapport with colleagues

Targeting your Message to the Audience

- Analyze the audience to create messages that address listeners’ specific needs
- Assess and speak to others’ organizational positions, roles, and responsibilities
- Create multidimensional messages that speak to both the mind and the heart of listeners

Targeting your Message to the Situation

- Identify the best uses of various forms of communication technologies
- Choose the most appropriate communication channel to be effective in various work situations
- Assess and plan effective messaging in teams and groups when up, down, and across members are all present

Framing the Message

- Apply message framing strategies to create an open and responsive communication environment
- Assess influencing preferences and situational needs to impact personal persuasive ability
- Practice skills for delivering messages that promote clear and productive communication

Motivating and Influencing throughout the Organization

- Build productivity by applying up, down, and across motivational communication strategies
- Evaluate and practice various motivational, informative, and influencing presentation formats

Booking details

 Duration	2 Days
 Type	Classroom
 Price	€1,950



**ALSO AVAILABLE AS AN
IN-COMPANY PROGRAMME**

Register Now

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