

- CUSTOMER SERVICE
- SALES RESULTS
- NEGOTIATION SKILLS
- PERSONAL LEADERSHIP
- INTERPERSONAL COMMUNICATION
- BUSINESS RELATIONSHIPS

ALL IMPROVED THROUGH THE

INFLUENTIAL COMMUNICATOR PROGRAM



“ The most important thing in communication is to hear what isn't being said! ”

Peter F. Drucker

One of the most talked about issues in business today is effective communication and the affect this can have on successful business outcomes! Despite the significant focus this topics enjoys - it is still one of the least understood and more importantly one of the least improved areas of a business.

With quality personal communication many things change in the workplace:

- Goals are achieved
- Sales increase
- Business grows
- Stress is reduced
- Conflict reduces
- Customers become promoters
- Staff become more effective
- Teamwork is enhanced
- Staff retention improves
- Employees re-engage

The skill of successfully influencing others is a learned behaviour. Quality personal interactions are the result of the way we think about a situation. Our thinking patterns become our attitudes and our attitudes decide our behaviours. Our behaviours are the direct determinants of the level of business and personal success we enjoy in life.

The ***Influential Communicator Program*** is designed to help us understand our positive and negative thinking patterns and the affect these have on the way we interact with others. The program helps us to shift the way we habitually communicate and demonstrates significant new and positive ways of influencing others. The program can significantly improve the way we communicate with others, in particular - staff, peers, customers, suppliers, external groups and family.

The program focuses on two key areas of personal development: understanding self and understanding others. This greater awareness is then combined with extensive skill acquisition through key concept practise both at work and home. The program is most suited to people who are in business roles that require successful influencing of others to generate positive business outcomes. Many program graduates have undergone remarkable personal changes that have had significant effects in their work and home life!

The ***Influential Communicator Program*** can change the life of your business and the business of your life!



**SOUTHERN STAR
LEARNING**

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**MAKING A DIFFERENCE IN OUR WORLD
ONE PERSON AT A TIME**

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INTERACTIVE • PRACTICAL • INSIGHTFUL • LEARNING • RESULTS

INFLUENTIAL COMMUNICATOR MODULES

PROLOGUE MEETING - *SUCCESSFUL COMMUNICATION: THE CHALLENGE!*

- Personal Communication Styles Inventory
- Attitudes and Behaviours that affect the way we communicate
- Developing SUCCESS habits: how to create a structured approach to personal change
- Learning about your Personal Communication Style: The Rule of the Centre

WORKSHOP ONE - *STYLE FLEXING: AWARENESS OF SELF AND OTHERS*

- Raising Self Awareness: the vital role this plays in successful proactive communication
- How my Style supports or conflicts with the Style of other people
- Resolving conflict amongst Styles: how each Style approaches a communication situation differently
- Style Flexing with: colleagues, managers, customers and groups

WORKSHOP TWO - *STYLE FLEXING: INFLUENCING OTHERS POSITIVELY*

- The Elements of Communication: Style, Intent and Content
- The Four Key Intents and the affect they have on communication outcomes
- How to recognise the Language of each Style and to Flex appropriately
- The power of words and why they affect each person differently

WORKSHOP THREE - *LISTENING: UNDERSTANDING THE REAL MESSAGE*

- Personal Listening Inventory: good and bad listening habits
- Attitudes and Behaviours that affect the way we Listen to others
- The Four Key Elements of Listening: Hear, Interpret, Evaluate and Respond
- Listening exercises: improving your habitual Listening Style

WORKSHOP FOUR - *QUESTIONING: IDENTIFYING THE REAL MESSAGE*

- Questioning Habits: there are no poor responses only poor questions
- Attitudes and Behaviours that affect the way we Question
- Question types and when to use them: Barriers or Aids to positive communication
- Our internal Filters directly affect how we respond to a communication situation

WORKSHOP FIVE - *BODY LANGUAGE: IDENTIFYING AND UNDERSTANDING*

- Identifying the Non-Verbal Signals that are present in all personal communication
- Video Case Studies and analysis of macro and micro Non-Verbal Signals
- Personal Body Language Inventory: understanding the strengths and weaknesses of habitual actions
- The Ladder of Inference and how it affects everything we do

WORKSHOP SIX - *BODY LANGUAGE: AWARENESS AND PRACTICE*

- Self Awareness is vital to effective use of Body Language in positive communication
- Attitudes and Behaviours that affect the Non-Verbal Signals that we send
- The Five Behavioural Skills to effective interpersonal communication
- Body Language Practise: exercises for worklife and homelife

WORKSHOP SEVEN - *SUCCESSFUL INFLUENCE: SKILLS, ATTITUDES AND HABITS*

- Understanding the different Influencing Styles: what is my habitual Style
- Mental Models and how these affect the way we react to our world
- Changing our Filters: improving our Mental Models directly affects how we influence others
- How Communication Stimuli turns into Action that produces positive or negative behaviours

WORKSHOP EIGHT - *INFLUENTIAL LEADERSHIP: INFLUENCING OTHERS POSITIVELY*

- Understanding Leadership Styles in communication: what is my personal Style
- The Johari Window and the Undiscovered Self: the effect this has on how we communicate
- DISC profiles and how they intersect with Communication Styles
- Learning about how we Learn: the Stages of Unconsciousness

GRADUATION MEETING - *SUCCESSFUL COMMUNICATION: THE ACHIEVEMENTS*

- Effective Communication is a Journey Not a Destination
- Practise, Practise and Practise makes for SUCCESS
- Participant Presentations
- Putting it all together: Masterful Communication



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● PRACTICAL
WORK TOOLS

● REAL WORLD
EXAMPLES

● INTERACTIVE
LEARNING

● TECHNIQUES
PRACTISED

● MEANINGFUL
PROGRAM
GOALS
ACHIEVED

“ First learn the
meaning
of what you say,
and
then speak! ”
Epicetetus - 55AD



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