

# The Art of Effective Communication

## Course Overview

### How You Will Benefit

Effective communication has many layers. From personality style and cultural influences, to internal dialogue, communicating messages can sometimes be a challenge.

Interpersonal Communication researcher Dr. John Lund breaks it down this way: when we communicate, the person we are talking to interprets us in three ways: 55 percent based on facial expressions and body language, 37 percent based on tone of voice, and 8 percent based on words said.

Clearly understanding your own personal brand of communication is instrumental to the message that's taken in. What do you convey purposefully and what subtle messages do you give unknowingly?

Finding the answers to questions like these and appreciating the many facets that influence the messages we send and receive build the art of effective communication—resulting in improved relationships and workplace effectiveness.

### Course Objectives

Successful completion of this course will increase your ability to:

- Establish a working definition of communication.
- Review communication models and their key elements.
- Apply personality assessments to develop effective communication skills.
- Investigate different styles for communicating and aspects each employs.
- Establish how tolerance for disagreement affects effective communication.
- Devise strategies to avoid unnecessary conflict.
- Identify common communication filters and their potential impact.
- Analyze how authority shapes communication.
- Adopt tools for effective communication.
- Develop a personal communication action plan.

### Key Topics Covered

This course explores the following subjects in depth:

- Process of communication including encoding, sending, and decoding messages
- Assessing your own personality style and its effect on the messages you convey
- Communication preferences of the eight personality styles
- Identifying common communication filters such as age, race, and gender
- Recognizing internal dialogue including the assumptions you make and values you hold and how they shape your perspective
- Origins of power and their effect on the messages you send and receive
- How to build rapport with active listening, paraphrasing, encouragement, and nonverbal messages
- Methods for handling disagreement, defensiveness, provocation, and other forms of communication conflict

### What the Course Offers

- Interactive learning setting
- Opportunity to apply the concepts in a risk-free environment
- Thorough set of materials: Instructor Guide, Participant Guide, classroom PowerPoint presentation, and one-page Learning Summary

### Registration Information

Participant name: \_\_\_\_\_

Department: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Phone number: \_\_\_\_\_

**Please return this form to:**