

## Engaging Communications

Communicating is at the heart of working in the modern world. You do it with stakeholders, influencers, your team, people, customers, partners and colleagues. Many have experienced that those receiving their messages have understood something different from what was intended. Repeating the communication doesn't fix the problem. Merely rewording it is largely a waste of time. What to do?

We believe the key to communicating effectively is to engage with the audience, not just broadcast to it. To understand what that means in practice and how to do it is the focus of this *Workout*.

### Our Approach

Participants bring to the *Workout* a live issue they'd like to communicate compellingly. They experience a powerful four-step process that enables them to a) communicate what they wish to in an engaging way and b) teaches them the underlying process so that they can communicate more engagingly across the board in future.

### Benefits to the Organisation

- The performance of the business improves because participants get the message across better to key stakeholders.
- Morale and employee engagement improves as those communicating rely less on top down cascades, and more on a process involving dialogue and interaction.

### Benefits to a Team

- Challenging each other during the *Workout* – a necessary part of communicating effectively – increases and enhances trust within teams, resulting both in better communications beyond the team and within it. This, in turn, leads to improved results.
- Learning to communicate more effectively helps the team to achieve its purpose.

### Benefits to Participants

- They are better able to communicate to everyone in their work lives (and often beyond) which enhances their personal effectiveness and relationships.