

Effective communication.

How to get to the point and convince others.

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„Get your facts first, then you can distort them as you please.“ This quote from Mark Twain brings to the point what this course is about.

In this course, you will get to know an easy communication structure which will help you to communicate in a convincing way. You will become conscious of gender-specific communication and body language. You will master your emotions even in critical situations. Furthermore, you will learn how to give criticism constructively without offending or creating conflict.

Our objective is, to provide you with all you need to really lead conversations.

Benefits

- ▶ You will communicate to the point.
- ▶ You will structure information and communicate in a way which is appropriate for the target group.
- ▶ You will be aware of gender-specific communication.
- ▶ You lead critical conversations.
- ▶ You are able to convince your conversational partners.

Added bonus

During the workshop, you will be working with **two experienced coaches**. If we have an in-classroom workshop, many conversations are videotaped. After each recording, you will receive personal feedback in an **individual coaching session**.

Feedback

„After this workshop you will convince everybody.“

„Excellent training. The video recording and personal feedback helps a lot.“

„Very interactive online workshop. I have learned and practiced a lot, got valuable feedback.“

Methods

The workshop uses the accelerated learning method. This means the following:

- ▶ During the workshop, you (the participant) **will be active 80% of the time**. You will combine theory with practice.
- ▶ We employ a variety of methods to ensure that all channels of perception are stimulated—this **increases learning success**.
- ▶ Our training is based on situations you encounter in your daily professional life. Therefore, you will be able to **directly implement the answers and solutions** you develop during the workshop.
- ▶ The workshop includes all four psychological learning steps, from mindset to skills. **Through frequent practice** (during in-classroom workshops also in front of a video camera with subsequent individual analysis, and live coaching), your strengths are reinforced and new approaches and behaviors become second nature. **This ensures sustainable learning success**.

Workshop dates

December, ~~9th-10th~~ 2021

Your instructors



Sabine Walter

Sabine Walter, executive coach: studied Business Administration and has more than 10 years' experience in assisting executives and junior executives with their personal and professional development. To train a clear and convincing communication is one of the coaching fields, Sabine Walter focuses on.

Since 2017, she is facilitating workshops for different graduate programs of LMU.

The entrepreneur confidently and passionately encourages her clients to trust their own strengths — always with the goal to unlock further potential to become even better in the long run.

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workshop agenda

FIRST DAY (9:00 a.m. - 5:00 p.m.)

Welcome and introduction

Internalize rhetoric fundamentals

- ▶ Refresh rhetoric fundamentals
- ▶ Learn a communication structure
- ▶ **1st exercise:** Get a message across

10:15 - 10:30 Coffee break

Gender specific communication and body language

- ▶ Elements of a congruent communication
- ▶ Deepen gender specific communication elements
- ▶ Status principle

Rhetoric tools & instruments

- ▶ Train different rhetoric tools which are necessary to really lead conversions

12:00 - 13:30 Lunch break

Persuade in a two-person conversation

- ▶ Strengthen the communication structure in a two-person communication
- ▶ Persuade your conversational partner of a clear benefit
- ▶ **2nd exercise:** Lead a two-person conversation

15:00 - 15:15 Lunch break

Lead (virtual) meetings in a goal-oriented manner

- ▶ Open a meeting in a clear and targeted way
- ▶ Learn how to create relevance
- ▶ **3rd exercise:** Open a meeting

Summary, knowledge transfer & outlook

SECOND DAY (9:00 a.m. - 5:00 p.m.)

Welcome, review day one, introduction day two

Manage various critical conversational situations (I)

- ▶ Communicate a critical message
- ▶ Express criticism in a constructive manner
- ▶ Lead emotions back to the factual level
- ▶ Manage critical conversational situations
- ▶ **Different exercises:** Lead a critical conversation

10:15 - 10:30 Coffee break

Manage various critical conversational situations (II)

12:00 - 13:30 Lunch break

Masterpiece of effective communication (I)

- ▶ Adapt all you have learned to one situation of your choice
- ▶ Use structures and tools in a playful way
- ▶ Communicate in a clear and empathetic way
- ▶ Keep the lead during the entire conversation
- ▶ **Masterpiece exercises**

15:00 - 15:15 Lunch break

Masterpiece of effective communication (II)

Summary & knowledge transfer

Your instructors



Greta Wonneberger

Greta Wonneberger, communication trainer: studied journalism and now devotes the majority of her efforts to further education. Among other things, she works with Federal Ministry staff, scientists, teachers and students to improve their writing and speaking skills.

The experienced instructor, lecturer, and author emphasizes clear and convincing communication. Greta Wonneberger uses her experience as a journalist to support people in learning effective, target group-oriented, and fun communication techniques.