Essential Communication and Writing Skills for Supervisors and Managers

Learn how to connect confident speaking skills with effective writing skills to powerfully convey your ideas in any business situation

Enroll now! Call 1-800-873-7545, on-line at www.skillpath.com
We’ll show you how to leverage all your skills and resources and adapt communication techniques to meet the needs of the moment.

As you move up the ranks of your organization, you’re judged less on what you can do and more on what you can get others to do. That’s why the best managers are also great communicators who can persuade, influence, control information and defend their positions—upward, downward and sideways in even the most challenging situations.

Of course, knowing how to speak confidently and write effectively is part of it. Underlying that, however, is their ability to blend their communication skills to master the medium that fits the situation. For example, how do you transform a rousing motivational speech into a department action plan? Or how do you build a comprehensive—but concise—presentation out of a 20-page business proposal? Or when and how do you effectively reach out to younger workers using the technology they’re accustomed to?

Sticking stubbornly to one-size-fits-all communication won’t bring you the results you want. Not in today’s workplace.

That’s why we developed this seminar—to teach managers and supervisors how to connect confident speaking skills with effective writing skills to convey their message with authority, power and credibility, no matter what the situation. Join us and you’ll learn how to tailor both the content of your message and the form of delivery to cover the full spectrum of preferences of direct reports, colleagues, board members and other stakeholders.

You’ll discover that great communicators don’t reinvent the wheel every time—they skillfully create a written report and then convert it into a powerful verbal presentation or take thorough meeting notes and craft them into a formal written policy. You’ll also assess the pros and cons of the different forms of communication managers can and should employ—from e-mail and written reports to group meetings and e-conferencing—and the unique set of rules for using each.

Your satisfaction guaranteed!

Your complete satisfaction is important to us. If you’re dissatisfied for any reason, let us know right away—we’ll issue you a refund or arrange for you to attend another SkillPath program. It’s that simple.
Does your organization need training on-site?

We can deliver this workshop right to your company’s door or provide customized, you-pick-the-day training on any program pertinent to your organization’s training goals. We understand each company requires different training resources, and since one size does not fit all, we want to ensure we meet the needs of our clients by offering a variety of training solutions:

- Off-the-Shelf Tailored Training
- Complete Customization
- Train-the-Trainer
- Content Licensing
- Coaching
- Webinar/Teleconferencing
- Keynote Speaking
- Management Engagement

Whether you have 3 or 300 people to train, SkillPath is the answer. For complete details and a no-obligation quote, visit us on-line at www.skillpath.com/onsite or call 1-800-873-7545 and ask for the on-site training department.

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Getting started: You as a successful manager, communicator and leader

There’s more than one way to get your message across. Undoubtedly, you already know that. What you may not understand is that these different modes of communication each come with their own strengths and weaknesses. What works in one situation may be inappropriate—even damaging—in another. Writing, speaking, e-mail … a highly effective communicator knows how to read the climate, choose and use the most appropriate mode of communication and turn one mode into another without losing the consistency of the message.

- Speak it—or write it? Why you must clarify your intention before you decide
- Writing to gain the upper hand across all organizational levels: Best practices for leaders
- Face-to-face vs. telephone vs. e-mail: Choose well and half the battle is over
- Avoid e-mail pitfalls: Consider your words carefully!
- How to turn a paper into a presentation—5 simple steps
- Inspire, influence, motivate: Show your leadership capacity with these presentation tips

Challenge 1: How to use your influence to win the support of decision makers

You’re proposing a change in a long-established procedure, and it might be a tough sell up the ladder. You need decision makers to not only see your vision and accept your idea, but also get behind its implementation. You have one chance to get their approval. How can you make sure you don’t waste it?

- How to write a compelling business case that can be converted into a verbal proposal
- The most effective ways to win support for any idea, project or innovation
- Monroe’s Motivated Sequence—a 5-step formula for organizing a successful argument
- Strategies for pitching your idea before a live audience of 1 or 100

Challenge 2: How to communicate change in a way that eases fear, minimizes resistance and gets everyone on board

You’re getting ready to announce an impending change that will affect employees and likely produce anxiety, uncertainty and even fear. You’re wondering: Is there a “right” way to lay it out without upsetting the apple cart?

- Understanding the reasons people resist change
- Do’s and don’ts of breaking the news, whether written or verbal
- How to involve employees and turn them into advocates
- The secret to overcoming objections? Communication—lots of it
- Communicating change: What every manager must understand about e-mail, face-to-face, one-on-one and live group meetings

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CHALLENGE 3: How to display confidence and authority on employee issues up and down the organizational hierarchy

A valued employee has violated a policy, and you must address the issue immediately. You want to come across as authoritative and businesslike, but not too strong—the relationship is important. You also need to smooth feathers among higher-ups who were impacted by the fallout. Both situations require communication finesse on your part—and just the right approach.

- From revealing clothing to a crummy attitude … how to broach an uncomfortable subject with an employee
- What many managers fail to do in one-on-one coaching, counseling and discipline meetings
- E-mail is the easiest way to document a problem—or recognize a job well done—but is it the best?
- Criticism: Understand when to deliver it to your entire team and when one-on-one is best
- Giving credit where credit is due: What medium is best when your team deserves high praise?
- Getting pushback? How to explain or defend your actions without sounding defensive

CHALLENGE 4: How to communicate persuasively with all parties, internal and external, in your role as hiring manager

You need additional staffing—and securing it is going to be a tough battle. First, you need to prove to HR and higher-ups that your request is valid. Then you need to convince your top candidate that he or she is a good fit. In between, there will be compelling recruitment ads to write and interviews to conduct—persuasive communication is needed every step of the way.

- How do you document and present your staffing case to management? In dollar signs, of course
- Writing legally correct, action-oriented job descriptions that candidates can visualize themselves doing
- Social media recruiting—rules you need to know
- What role e-mail should play in the communication process and what to avoid
- Selling top candidates on you, your job opening and your company—on the phone and face-to-face
- Documentation is the key to a smooth selection process

CHALLENGE 5: Presenting “state of the department” summaries and updates

You’ve been asked to provide your boss—and possibly his or her bosses—with a status report of your department’s goals, priorities, issues, etc. You then have to convert it into a simpler format for your staff too. Your preparation is critical, since you’ll be judged not only on your progress, but also on how you present it.

- 3 components of an effective status report
- Different audiences have different needs—how not to overload or under-inform
- Key factors management will want to see when assessing your department’s health and performance
- 5 ways to deliver a status report—whether to higher-ups or employees
- The rule for compiling a written summary: Keep it short and simple

CHALLENGE 6: How to communicate in a cross-cultural, multigenerational workplace with diverse expectations

Everything from how you greet employees and display your authority to how you use written language can be perceived differently by individual employees. Avoiding any possible misunderstandings should be high on your priority list.

- 3 simple ways to communicate with people with different values, beliefs and backgrounds
- Why understanding cultural differences is crucial to your long-term success
- What you cannot assume about people from various cultures
- Common communication mistakes managers make in today’s cross-cultural, multigenerational workplace and how to avoid them
- Tips for communicating with every generation

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**CHALLENGE 7:** How to deliver information with clarity and composure in a virtual environment

You’re giving your first virtual presentation and have no idea how your traditional public speaking delivery will come across in an on-line environment. The preparation, delivery, follow-up—you need help with it all. There are a lot of pitfalls that can take you by surprise, and you need to know how to dodge them.

- Preparing to go on-air: 5 basic rules that always apply
- How to deliver your message with strength and impact
- Incorporating slides, visuals, photos and written materials
- The 5 worst mistakes in virtual presentations and meetings
- Interactive moments you can easily add in to boost audience participation
- Deciding how to manage questions, comments and follow-up messages—virtually, by e-mail or in person

**CHALLENGE 8:** How to break down barriers and work with people in different functional areas

You’ve been working closely with another department, and it hasn’t been easy. You feel like you’re jumping through hoops to adapt your communication approach to many different—and challenging—styles. Sending your message to the wrong person ... in the wrong format ... can further complicate the situation.

- What information needs to be communicated—and how? When sending e-mails or talking by phone just won’t do it
- Tips on choosing whom to include on different types of messages
- Tools for keeping everyone up to date on projects and deadlines
- How to get through to others who have very different communication styles
- Why interdepartmental communication is so poor and how to improve the flow

**Putting it all together**

Making things happen through others is what your job is all about. To execute your initiatives, you must draw on all your communication resources and skills and know where and how to maximize them. You’ll leave this seminar knowing how to bring what you learned to life—armed with a vision, strategy, structure and plan that guarantee you achieve your true potential as a respected leader and communicator who gets results.

- Fulfilling your communication responsibilities: What goals are most important to you?
- Recognize the areas you need to focus on and strengthen
- Assess roadblocks you may encounter and be prepared with your best response
- Define your own “Communication in Action” plan that will give you the edge in any situation

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The payoff from attending this two-day workshop is huge!

Not that long ago, you could more or less stay in the comfort zone of a single communication style or preference. Not so today. Change happens very quickly. Managers need to continually learn new skills to deal effectively with unpredictable work situations, solve problems creatively, be ready for the unexpected, respond on the spot to the needs of the moment and turn detours into opportunities. You don’t need to change who you are—only the way you communicate. Expect your newfound expertise to enable you to:

- Avoid embarrassing mistakes—and missed opportunities
- Distinguish yourself from the pack and stand out as a leader
- Rise to the occasion when the chips are down
- Develop a keen awareness of situations and people’s needs
- Read a room and adapt your approach without missing a beat
- Prove you’re trustworthy and credible
- Weed the superfluous out of written documents and be a master of brevity and clarity
- Be ready to change your message if it’s not working

Learn the essential skills in this workshop and you’ll enjoy the dividends starting the next day on the job and for years to come. **Enroll today!**
New! Two-day workshop

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