

Programme proposal

” **Communication Skills for Top Executives** “

In this programme, you will raise your awareness on the following topics:

Start 16:15h
(Day 0)

Opening

- Your wishes and objectives
- How to create a positive image of yourself and your organisation

How to initiate a real interactive communication

- Key-principles
- How to use Two-Way communication instead of traditional rhetoric
- Essentials for all your communications
- How to analyse your different communication tasks

The first and the last seconds...

- How to use the first seconds to create maximum impact and how to create a strong last impression

How to present information and reports successfully

- How to double your effectiveness when sharing information
- How to adapt to different target groups
- How to turn passive listeners into active ones
- How to prepare your message and the delivery; your speech-guide

How to enhance your Leadership Role

- How to use Feedback as an effective tool
- How to communicate negative information
- How to handle questions and objections

Finish 16:30h
(Day 3)

Learning Transfer

- From “Knowing to Doing”
- Personal action plan

The **skills development** takes place during many practical exercises with personal feedback and concentrates on:

- Increasing your impact as a speaker
- Making your communications more interactive
- Adapting your message to different target groups