

Reimagine Effective Communication: Maximize Meaningful Interactions

Effective communication thrives on the delicate balance between inquiry and advocacy, underscored by active listening. While advocacy involves expressing one's perspectives and ideas clearly and persuasively, inquiry entails actively seeking understanding through attentive listening and thoughtful questioning. By prioritizing listening, communicators demonstrate respect, validate others' perspectives, and gather valuable insights that enrich discussions. Ultimately, integrating inquiry and advocacy in communication cultivates mutual understanding, strengthens relationships, and enhances the quality and impact of interactions in both personal and professional contexts.

At its core, effective communication involves not just conveying information but connecting with an audience on an emotional and intellectual level. Storytelling amplifies this by crafting narratives that engage, inspire, and provoke thought.. Whether conveying a vision, teaching a lesson, or advocating for change, mastering the art of storytelling enables communicators to leave a lasting impression and compel others to action.

Target Audience

This course will benefit all leaders or individual contributors in corporate organizations, professionals, entrepreneurs and business owners who want to develop the mindset to capture opportunities to influence commitment from others to take actions

Duration

8 hours

Course Topics

- Communication styles
- Mindful listening and inquiry vs. advocacy
- The importance of storytelling and discovering relevant personal stories
- Structure of a story and polishing personal stories

Objectives

This course equips participants with practical techniques to:

- Understand primary communication styles and adaptability
- Improve understanding and capability in mindful (active) listening and develop balance between inquiry and advocacy in communication
- Understand the art and science of storytelling and the impact it has to influence
- Create and polish your stories with structure and tactics

Desired Outcomes

- Increase individual effectiveness and performance
- Build confidence and resilience in facing challenges
- Develop a learning attitude towards every mistake or failure
- Motivate continuous self development

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Course Outline (Duration: 8 hours)

Individual communication styles

- Behaviors in assertiveness and responsiveness
- Four communication styles: Analytic, Driver, Amiable, Expressive

Break

Listening and balance of inquiry vs advocacy

- Mindful approaches to overcome barriers to active listening
- Finding the balance between inquire and advocacy

Lunch Break

Why storytelling and discover one's stories

- The impact of effective storytelling
- How to discover your stories

Break

How to tell impactful stories?

- 3-step structure to a story
- Techniques to polish your stories
- Learn to tell your own stories