



Powerful Communication

“Essential Communication skills for Business and Life”

Course Consultant:



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B.A. Hyp, Gen Th, CPMET,
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Brian, one of MTC's directors, is a Master Hypnotist, licensed Practitioner of NLP and a Sports Psychology Consultant with over 13 years experience in the training and development arena as well as running a successful private practice.

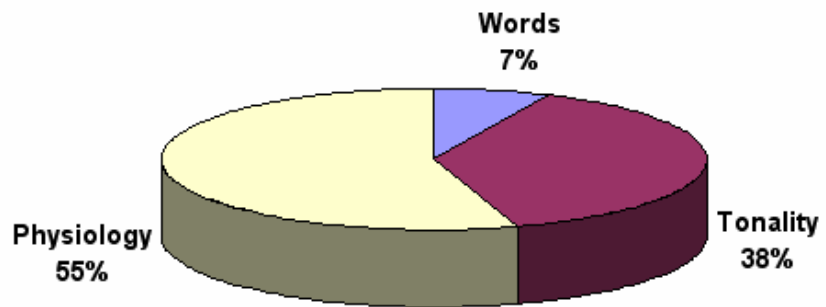
- Member of British Academy of Hypnosis
- Member of S.F.T.R
- Member of International Society of Sport Psychology (ISSP)
- Member of the Association of Meridian Therapies

Without effective communication any business or organisation will suffer. Be it internal between departments and staff or external aimed towards your clients and customers - if the communication fails - then you fail.

However, the *meaning* of any communication lies not in what we say but in how the message is received. Regardless of our intent, it's how the message is received that will dictate its success or failure. But all too often most of us don't appreciate the complexity of this skill everyone has to master in order to be successful.

Successful Communication is made up of far more than words.

In fact, when we communicate the words we use only account for 7% of what is transmitted to the other party. 38% is the tonality we use while communicating and 55% is our Physiology (assuming face to face communication).



Yet, when you consider everyday we have to communicate with others in:

- Business Meetings
- Negotiations
- Counselling sessions
- Training sessions
- Coaching sessions
- Staff Reviews
- Presentations
- Family life

The list goes on..... How many of us focus on the 93% portion of the communication?

Most of us are more concerned with "what" we are saying - rather than how the overall message will be received.

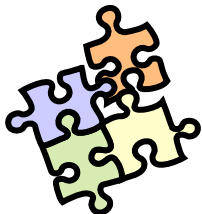
Consider this for a moment:

"It's impossible not to communicate. Everything you say or do - or don't say and don't do - sends a message to others"

Being in control of this powerful fact will develop individuals and businesses alike.

The practical skills and techniques covered in Powerful Communication will transform how you, your staff and your business communicate..... Forever!

Putting it all together



If you are interested in this course; see also **"Essential Coaching Skills for Business"**

Objectives & Course Content

By the end of the course, delegates will have a fuller understanding of how they communicate. Practical skills and techniques that can be utilised immediately will ensure a major rethink and improved understanding of how they communicate everyday in everyday.

- ❖ **Understanding Communication**
 - How do we *REALLY* communicate?
 - Why we need to communicate well and how to achieve it.
- ❖ **Sensory Acuity**
 - Understand that people make minute changes from moment to moment and that these changes have meaning.
 - Exercises for Developing Tonality and Physiological Sensory Acuity
- ❖ **Understanding Rapport**
 - What is rapport and why is it important?
 - Practical Exercises to Develop rapport skills (matching & mirroring)
- ❖ **Representational Systems (Modalities)**
 - How we absorb the world around us and how we build a representation in our mind.
 - Understanding our own preferred representational system and why it influences our communication
- ❖ **What others Say (Predicate Phrases)**
 - How what others say, lets you know their preferred Representational system.
 - Practical exercises in using Predicate Phrases to communicate.
- ❖ **Eye Patterns**
 - Do the eyes tell us all? Understanding what various eye movements mean.
 - How we can use eye movements to help us communicate.
- ❖ **Using NLP's Meta Model for clearer Communication**
 - How our Internal Representations can Distort, Delete and Generalise the information we hold.
 - Exercises for clarifying what people say so you get to the real meaning and so communicate more effectively.

Course Duration:	1 Day at your own site - tailored to suit if required
Suitable for:	Staff Members, First Line Managers - Team Leaders and Senior Management,
Cost:	Dependant on numbers. Please call for a quote.

Just a few reasons why your company should run this course:

- If you rely on face to face communication in order to be successful - you need to run this course.
- If you have problems motivating staff or colleagues, then perhaps your message is not being received as well as it might be.
- If you or your staff have problems with internal communications and understanding, this knowledge will help.
- If you deal with customers or clients face to face and have problems getting your message across, then perhaps you're focussed too much on what you are saying and need to look more at how you are saying it and how you are translating what others are communicating back to you.
- If you simply need to help others communicate more effectively, then this is also for you.

With over 13 years experience in the training and development field and with many satisfied corporate clients in our books, we have no hesitation in offering a total satisfaction guarantee to any company who uses our services. After all if we're not confident in our ability to deliver - why should you be?

