

# GULF INSTITUTE



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# Communication and Relationship Management Skills

## Why Attend

- Superior communication skills and relationship management are integral parts of any successful company or institution. Such foundational competencies are critical for healthy and prosperous organizations. In this training course, we look at both ingredients from a practical approach to building long-term, influential networks. From organizing, analyzing and communicating one's thoughts to building successful and purposeful relationships, this course offers a solid foundation to engage with others the right way. Participants will get the opportunity to discover many associated talents, and practice them before they head back to their workplace. They will also learn how great relationship builders enhance the flow of information within an organization, win people's support, and attain desired goals and results.

## Course Methodology

- This course relies on active participation as a core activity relying on different business scenarios and case studies to impart critical knowledge and skills about successful communication and relationship management. The course also uses a mix of interactive techniques, such as brief presentations by the participants, different role-plays, practical team and individual exercises, and self-evaluations.

## Course Objectives

By the end of the course, participants will be able to:

- Understand the role of trust in building successful relationships
- Identify, analyze and engage stakeholders – the power / interest matrix
- Recognize the role of context when communicating and building relations with others
- Identify and pursue relationship opportunities that bring value and achieve results
- Develop, manage and nurture relationships – moving from transactional to transformational
- Expand and broaden the network of influence and success

## Target Audience

- Leaders, managers, supervisors and all those keen on improving their networking and influencing skills. This course is essential for those who appreciate working with people rather than on people, and see the great benefits that result from building powerful trusting relationships.

## Target Competencies

- Building trust based relationships
- Influencing others
- Listening
- Interpersonal communication
- Creative thinking and problem solving
- Presenting ideas
- Building convincing business cases
- Thinking win / win
- Influencing others
- Seeking input and different perspectives

### Relationships and the trust factor

- Introduction to human relations
- The good, the bad and the ugly
- The need for relationships and networks
- Thinking beyond oneself
- The challenges of modern day habits
- Why trust matters?
- Positive relationships versus forced relationships
- The Johari Window
- What influences relationships and networks?

### Relationships and Communication

- The three elements of communication
- The importance of preparing and organizing one's thoughts and ideas
- Why assertiveness matter – the pros and cons
- The Botari Box
- Building rapport in the workplace
- The likeability factor

### Relating to the hearts and minds

- Knowing your stakeholders
- Managing your stakeholders expectations
- 'Selling' your ideas
- Creating a persuasive message that evokes the right emotions
- Reframing your message to accommodate your stakeholders' needs, wants and style
- Communicating with difficult people
- Communicating difficult topics

## Building and influencing relationships

- Power and influencing
- Dale Carnegie and self-awareness
- What's in it for Us (WIIFU) versus What's in it for Me (WIIFM)
- Identifying opportunities to build strong and healthy working relationships
- The role of context in building successful relationship
- Seeking feedback and different perspectives
- Investing in a relationship
- Moving from the transactional to the transformational
- Tips to developing positive relationships
- Working through difficult relationships
- Divesting from a relationship

## Successful networking

- Reasons for building your network
- The benefits of building your network
- Things to remember with networking
- Simple tips to remember when building your networking
- Effective business and professional networking
- Broadening your network

## Personal Action Plan

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