

# GULF INSTITUTE



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# Communication Strategies to Empower your Professional Career

## INTRODUCTION

- Tony Robbins, the worlds No.1 Peak Performance Trainer and communicator says, “To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others.” It has been stated, that “The ability to ‘communicate well’ is ranked the number one key to success, by leaders in business, politics and the professions. To be really successful in business, it is essential to learn, appropriate, practice and develop, vitally effective communication skills, both on a one-to-one basis, and to small and large groups.
- This training course presents the full cycle of communication levels.- Intra- Personal (with Oneself), Inter-Personal (with another Individual) and Inter-Active synergy (with a group of persons). Participants will learn how the brain is constructed, both to receive information, as well as what closes the brain “receptors,” and what opens the brain receptors. A special focus on communication skills and communication tools, will add the cutting edge to powerful and effective team building dynamics which will greatly increase the professional performance of those who attend.

### This powerful training course will feature how:

- To discover what Communication cycle really means.
- To upgrade their personal communication and presentation skills.
- To apply these learnt principles into their personal and business lives.
- To be able to teach and train others, to be powerfully, effective communicators.
- To develop powerful and effective team building skills

## PROGRAMME OBJECTIVES

### This training course is designed to equip and empower each participant to:

- Discover what Communication really means.
- See how every area of life is effected by Communication.
- Upgrade their personal communication and presentation skills.
- Apply these learnt principles into their personal and business lives.
- Be able to teach and train others, to be powerfully, effective communicators.
- Know the significance of interpersonal relationship communication.

## WHO SHOULD ATTEND?

- This training course is aimed at individuals who want to add professional, high quality, Communication skills to their personal and corporate work and life. Every senior management person and those being groomed for future leadership, and effective team building, will find this Course life-empowering and career expanding!

## TRAINING METHODOLOGY

This training course will utilize a variety of proven adult learning techniques to ensure maximum understanding and retention of the information received.

This will include:

- The Course being presented in a highly inter-active manner, with a very impactful computer presentation style. Individual and group activities, will intersperse the sessions. Video and role plays situations will highlight the major teaching features.
- These sessions are most informative, inspiring, fun, and presented in a relaxing atmosphere, that is conducive to learning and overcoming any fear or inadequate tendencies.

## PROGRAMME SUMMARY

- Understand that powerful, effective communication, is a learnt process.
- Be able to increase their Non-Verbal and interpersonal levels of communication.
- Learn how to make your “message” have a lasting and result producing effect.
- Know how to overcome ‘public speaking’ and audience fears.
- Know how to develop, prepare and present an impactful speech.
- Know how to use powerful interpersonal relationship communication dynamics

## PROGRAM OUTLINE

- What does effective Communication mean?
- Discover the latest research on interpersonal relationship skills.
- Understand the 3 major levels of Communication -
- Intra- Personal (with Oneself).
- Inter-Personal (with another Individual).
- Inter-Active synergy (with a group of persons).
- Discover the power of Non-Verbal Communication.
- Four key factors that affect your Communication abilities.
- Analyze the Communication Chart.

## COMMUNICATION INTERACTIVE SKILLS.

- Understand why your personal Self-Image has a great deal to do with your presentation, language, style and content.
- Study the full orbit of the Communication cycle.
- Why communication feedback is so important?
- Be introduced to the powerful I-A-D-A communication format.
- Understand the keys to successful public speaking.
- Understand the psychology of the Smile in communication.

## COMMUNICATION PROCESS AND DEVELOPMENT

- Understanding how the brain operates in the communication process.
- How to prepare and present an effective message / presentation.
- Learn how to overcome Public speaking fears.
- How to increase your ability to manage worry and stress.
- What features attract an audience?
- Learn how to analyze your audience.

## COMMUNICATION IMPACT

- Learn how to organize your presentation.
- Learn how to overcome stress and tension.
- Understand the impact of Visual communication.
- Discover how the brain is programmed for impactful retention.
- Learn how to use communication tools.
- What features attract an audience?

## COMMUNICATION EMPOWERMENT

- Understanding the “People Factor” connection.
- Discover the power of illustrations and stories
- Understanding the basic psychological needs of people.
- Learn the “Golden Rule” communication interaction.
- Discover the 9 Keys to making an effective presentation.
- Apply these Communication principles into a “Plan of Action” for your life and incorporation into your Company infra - structure.

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