

Course Title	Introduction to Strategic Communication	Duration	Two Days	Development
Outcomes	By the end of this training, your delegate will: ➤ understand what core values are and how they influence workplace behaviour ; ➤ be able to identify areas where change might be useful, and develop communication strategies to address these ; ➤ have identified, and practiced adapting, their preferred ways of communicating ; and ➤ understand the importance of <i>Emotional Intelligence</i> in communicating with others.			
Prerequisites	None			
NB : This course includes an element of pre-course work (about 1½ hours) and a short (1 hour) post course project.				
Session	Aim	Content		
Introduction	To explain the aims of the course and understand particular objectives of individuals.	<ul style="list-style-type: none">• Introductions.• The objectives and the process of the course.• Agree what outcomes are required.		
Values	Understand what core values are and how they influence workplace behaviour.	<ul style="list-style-type: none">• Bateson's Logical Levels of Learning and Change.• Hierarchy of Values.• Organisational, strategic and process values.• Conflicts between values (chunking up).• Level alignment process.		
Growth	Identify areas where change might be useful, and develop communication strategies to address these.	<ul style="list-style-type: none">• Ashby's Law (requisite variety).• Twenty questions.• Mental rehearsal.• State anchoring.• Modelling.		
Communication Styles	Identify, and practice adapting, preferred ways of communicating.	<ul style="list-style-type: none">• Rapport skills.• Lead representational system.• Preferred representational system.• Some Meta-programmes.• Lots of practice!		
Emotional Intelligence	Understand the importance of <i>Emotional Intelligence</i> in communicating with others.	<ul style="list-style-type: none">• Perceiving emotions.• Using emotions.• Understanding emotions.• Managing emotions.		
Book this course now :				
Cost	Price Code E (In-House only)			
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