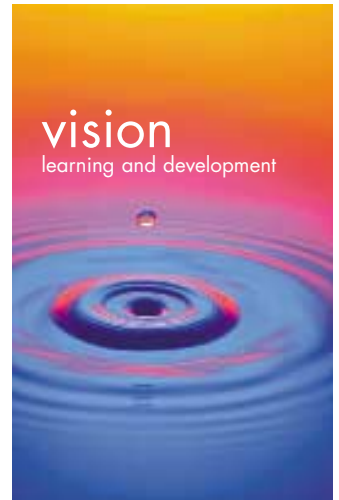


'The Power of Language in Business'

Management Development Programme – Module 3 The Art and Science of Language for Success



Why Attend This Training?

Have you ever noticed in business that people sometimes try to blind you with words? Or perhaps you find people distorting information or making sweeping generalisations? You may have found yourself searching for the precise question that would cut through the waffle. This training will help you to use precision questions which get to the heart of the matter and put you firmly in control in any conversation. You will also learn how to put your own point across in ways which are highly appealing to the listener and therefore extremely persuasive. This module directly builds upon the foundation established in the first two. You will be learning the structures and patterns which underpin language.

What Will You Learn?

By the end of the module you will:-

- have enhanced your ability to communicate with precision with individuals or groups
- be able to ask the exact questions which create clarity in a meeting or one to one discussion
- be using advanced language patterns which loosen resistance, create rapport and agreement

Specifically you will learn

- how our language is structured i.e. the underlying patterns which create meaning
 - how information is taken in by the conscious and unconscious mind
 - how to easily detect when people are distorting information
 - how to listen out for generalisations - and how to counteract them
 - how to know when people are deleting information i.e. how to tell what's not being said
 - how to phrase your written and spoken language to make it appealing
 - how to you can quickly overcome resistance in individuals and groups
 - how to move a conversation in your desired direction
- and much more....

How Will You Learn?

There will be a combination of inputs and demonstrations with plenty of opportunity for you to practise the skills. Please consider your own learning objectives in advance of the training and also the typical business situations in which you will be applying your learning.

What If? What will I be able to do when I learn all this?

As you begin to integrate this learning with that of the first two modules you will find yourself able to communicate in a very compelling way. Whether you get fully into your stride immediately, or whether it takes a little longer, you'll discover you get great results. You will be able to easily apply your new skills in numerous business situations including:-business presentations, briefings, managing people, client development, sales, coaching, delegation, influencing at meetings, training staff and many more...