

2020 readiness toolkit



Communicate to Win in Times of Crisis©

Online program

The program helps participants improve their communication with clients and partners in order to achieve better outcomes in a new professional and personal context. The program also helps them deliver a clear, powerful message to stakeholders and equips them with influencing tools.

Objectives

- Recognise and use elements of positive language
- Structure the message in order to gain clarity
- Recognise and manage difficult behaviours in times of crisis
- Use techniques of assertive verbal communication

The solution proposed – Communicate to Win©

A workshop that helps participants in managing influencing skills. The course tackles 4 key aspects of influencing: positive language, structured communication, influencing techniques, and influencing through emotion. Designed to match real-life, day-to-day interaction, **Communicate to Win©** helps participants develop their assertive communication skills.

Agenda

Tools for positive influence

- How to use those key words that sell ?
- How to communicate with impact? – practice on the communication techniques (create a message that can sell through the screen)
- How to speak the language of the Client? – adapting the message to the audience, using memorable symbols and words.

Tools for assertive communication

- Techniques for a win-win communication
- Bridging and the art of questioning
- Tools for assertiveness
- Identifying the objectives and the main challenges of the interlocutor
- Managing objections with empath

Logistic details

Duration: **6-hour workshop, split in 2-hour sessions** (the first two sessions take place on consecutive days, the third is a follow up, one after.)

Number of participants: **6-12**

Technology:

- Zoom – easy to use, interactive, visual; breaking rooms for group work, chat
- Mentimeter – for brainstorming and polling
- Facebook closed group – for follow-up



Do you have questions about us?
Looking for solutions for your organisation?

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