

Effective Communication Skills For Technology Professionals

About the Program

Based on the principle that “Everyone is a Customer”, Effective Communication Skills for Technology Professionals will help you to establish common goals for every interaction and assess your “customer’s” needs and the decision makers levels of involvement. This program, which is conducted by a blend of e-learning and one classroom day, will also teach you to position solutions that are appropriate from an IT perspective as well as effective from a customer perspective and give you the ability to obtain commitments and "co-ownership" rather than simple agreements or compliance/surrender.

A Special Opportunity for our Premier Members

Premier members can access this program in several ways at very special rates.

Onsite Fees:

- \$6000 for 25 attendees
- \$5000 for 18 attendees.

(This includes participant access to e-learning module for 60 days, instructor fee, wallet card, Certificate of Completion, and book for each participant.)

Open Enrollment Classes

- Hosted by TAG on November 16th.
- Premier Member Fees: \$375 per person
- 5 or more registrations from the same company save an additional 5-10%.



Previous Participant Feedback:

“Real world application was great help in solidifying the concepts.”

“The role playing was excellent and it helped reinforce the concepts.”

“If you think you have good communication skills but are frustrated in your ability to affect change in your organizations, this class is for you. I believe what I have learned in this class will help me not just professionally, but in my personal relationships as well.”

“Excellent Material with real life examples.”

“This was an amazing class! I feel I could not practice these skills enough. I can take these skills and now apply them to both business and personal communications and I am so thankful I signed up for this class.”

Integrated Skills

Effective Communication Skills is designed to be highly interactive; all the skills are illustrated and then practiced using real business issues, ideas and recommendations. The program isn’t “taught.” It is coached while people are in a special work session focused on implementing real work. So you see if the skills make a difference – immediately!

Adaptability

Because this program focuses on real work, it is automatically tailored to the issues the participants want and need to address.

Specifications and Time Commitment

TAG’s open enrollment program consists of 4 hours of online pre-work followed by one classroom day. Because the program can be customized, sessions that are brought on-site can be adapted to suit the employee’s needs.

Included program cost is all materials, including seven award-winning video lessons, coaching handouts for each participant, and 90 day access to the e-learning platform for pre-meeting preparation. The meeting leader is a properly certified PAR senior partner with an extensive background of coaching. Open Enrollment participants are provided lunch and snacks as well.

Before the Course

Part of this course is done at your own pace online prior to the Program Date. Participants are invited to a real work session to implement real work with their associates. They are asked to prepare six to ten business improvement recommendations that they will try to get implemented and measured for tangible results. During the meeting day they will receive special coaching on how to succeed at getting support and measurable results. Details will be sent to registered participants prior to the course.

Curriculum

Introduction

- Leadership: An ability, not a job title
- The Leadership/Teamwork connection: Why entire teams use leadership skills
- Verify Intuitive skills and logical skill set

What Professionals Listen To That Others Do Not

- A new look at logic, emotions and decision-making
- Video-coached examples
- Skill-building exercises with specialized coaching
- Real business, coached

Outcome: The ability to tell the degree to which others are following or not following you at any given moment. The ability to accurately read degrees of buy-in or trust.

How Professionals Establish Conversational Rapport Quickly

- Credibility skills without using artificial techniques
- Video-coached examples
- Skill-building exercises with specialized coaching
- Real business, coached

Outcome: The ability to prove respect for anybody's point of view... in a completely honest manner. The ability to dissolve negative views during a leadership or teamwork interaction.

How Professionals Get the Key Facts: Analytical Business Skills

- Clarifying needs, problems and opportunities in-depth (superior diagnostic skills)
- Leading others toward targeted solutions
- Creating open-mindedness
- Video-coached examples
- Skill-building exercises with specialized coaching
- Real business, coached

Outcome: The ability to correctly analyze logical needs and the ability to tailor solutions to individual points of view.

How Professionals Position (Align) Their Ideas

- Intellectual and empathetic aligning as a personal skill
- Video-coached examples
- Skill-building exercises with specialized coaching
- Real business, coached

Outcome: The ability to "follow" and reason with someone else's point of view. How to position your ideas and solutions factually and emotionally for faster acceptance.

How Professionals Get "Buy-in," Support and Commitment

- Making yourself easy to follow when negotiating a change in point of view
- Creating a distinct change in how others think and feel



towards your ideas

- The acclaimed ability to "inspire" confidence in others
- Video-coached examples
- Skill-building exercises with specialized coaching
- Real business, coached

Outcome: The ability to lead (get followers) even in the face of initial resistance. The ability to inspire confidence in others is learned as an explicit skill and proven in implementation.

How Professionals Manage Resistance or Reluctance

- Using leadership skills in high risk, high resistance situations
- Video examples of higher degrees of skill
- Skill-building exercises with specialized coaching
- Real business, coached

Outcome: Increased confidence and competence even in high risk, high resistance situations.

How to Bring about Commitments and Closure

- Obtaining firm decisions from others
- Commitments versus agreements
- Video examples of exact how-to's
- Skill-building exercises with specialized coaching
- Real business, entire skill set

• Measuring results: skills and increased business
Outcome: The ability to obtain mutual commitments instead of maybes. Measurable skills linked to measurable business results.

Measurable Performance

Documenting measurable performance improvements and business results from training is becoming increasingly important to businesses focused on growth and continued success. To get this kind of verifiable success, you need a higher-powered training program that combines technical and interpersonal skills to produce measurable business results. We recommend Effective Communication Skills for Technology Professionals.

1. The skills are drawn from award-winning leadership, teamwork, sales and service programs with proven track records.
2. The skills are measurable, not vague, soft or fuzzy.
3. The skills yield immediate return-on-investment outcomes, guaranteed.

When was the last time you saw measurable increases in people's sheer competence as a result of training? When was the last time you saw greater profit as a direct result of training?

You will see it with Effective Communication Skills for Technology Professionals because it already has a track record for producing those outcomes.

