

## LEADING FOR PERFORMANCE

Today's employees don't respond to a manager who gives direction, but rather commit to a leader who asks for their help in setting direction. And today's business doesn't wait for decisions to go up and then back down the chain of command. It needs empowered leaders at all levels. Strong leaders understand that the performance, morale, and retention of their people is directly tied to the quality of their working relationships with them. They appreciate that getting involved in their people's professional development and involving their people in decision making leads to real-world results. When leaders perform, people perform. And when people perform, businesses succeed. *Leading for Performance* enables organisations to ensure their leaders can drive business performance through effective communication, employee selection, team building, coaching, conflict resolution, and more.

## IGNITE TALENT

### COMMUNICATING WITH PURPOSE

*Communicating with Purpose* offers leaders invaluable insights into how to apply effective communication practices that work in today's dynamic business environment. Participants gain an understanding and working knowledge of specific skills for driving more effective one-to-one business communication with associates and colleagues.

#### OFFERING OVERVIEW

With the rise of global business, increased adoption of virtual collaboration, and ongoing introduction of new generations into the workforce, today's workplace is more culturally, behaviourally, educationally, and philosophically diverse than ever before. To ensure that their work units remain productive and contribute to the execution of an organisation's business strategy, leaders must be able to demonstrate a firm understanding of what constitutes effective one-to-one communication in business situations, with an emphasis on viewing communication as a two-way process that produces desired outcomes.

#### OFFERING DETAILS

*Communicating with Purpose* is a practical, half-day, facilitator-led leadership effectiveness program. By participating in a variety of activities, learners gain a greater understanding of the various elements needed for effective business communications.

By exploring common obstacles to effective business communication and examining a proven model for facilitating it, participants discover that:

- Communication is a cycle that involves two sets of behaviours – sending and receiving.
- All communication is intentional and has specific purposes.
- Good communicators prepare and deliver clear messages that support the purposes of the communication.
- The communication delivery method must be appropriate given the message.
- Effective listening involves listening to learn through confirming purpose and checking understanding, as well as acknowledging verbal and nonverbal behaviours and empathising with emotions.

WILSON LEARNING EUROPA

23 LONDON END, BEACONSFIELD, BUCKINGHAMSHIRE, HP9 2HN, GREAT BRITAIN

TEL: +44 (0) 1494 678 121

FAX: +44 (0) 1494 678 631

EMAIL: [europamarketing@wilsonlearning.co.uk](mailto:europamarketing@wilsonlearning.co.uk)

WEB: [www.wilsonlearning.co.uk](http://www.wilsonlearning.co.uk)