

The University of Toledo
College of Business Administration
Executive Center for Global Competitiveness

HOW TO BE A BETTER COMMUNICATOR

Program Overview

We do it daily—communicate by talking and listening. Yet how often have you not made the right connections with people? How often have you not kept their attention? How often have you thought “*You just don’t understand me*”? This one-day course offers practical training in crucial verbal and nonverbal communication skills aimed to strengthen relationships and minimize conflict.

Program Objectives

During this seminar, participants will learn how to:

- Unravel perceptual distortions and broaden their perception
- Distinguish between facts and inferences and clarify perceptions
- Use an approach for improving communication, no matter how other people are responding to them
- Build their personal power by using positive vocabulary, appropriate body language, and a professional voice tone
- Expand their listening abilities
- Practice giving and receiving feedback
- Establish rapport with people and gain their trust and respect faster

Program Topics

- How well do you communicate? — Assessing your current communication skills
- The true goal of communication — and how to achieve it
- 10 ways to broaden your perception
- Facts vs. inferences — Avoiding the landmines of superficial judgments
- Recognizing the four basic social styles — Driver, Analytical, Expressive, and Amiable
- Assessing your own social style and making appropriate changes
- Methods for communicating with challenging people
- Personal power — Using communication to project a positive image
- 3 strategies for remembering and using people’s names
- Saying no — How to do it without losing your job or your friends
- The verbal stumbling blocks that sabotage credibility
- How to strengthen your vocal image through the sound of your voice
- Using body language to enhance visual image
- CARESS — A model for effective listening
- Ten tips for better listening
- The art of asking the right questions at the right time to build rapport and trust
- The power of feedback — how to give and receive it

If you are interested in other courses relating to improving communications and relationships within your organization or with your clients, consider the following seminars also taught by Debra Smith:

- Teambuilding
- Dealing with Difficult People
- Constructive Feedback
- Assertive Communication Skills
- Quality Customer Service
- Managing Conflict
- Powerful Presentation Skills
- Professional Telephone Techniques

About the Instructor

Debra A. Smith is a nationally respected consultant, speaker, and seminar leader. Her subject is professionalism—a composite of respect for the organization, respect for the people it serves, and respect for oneself. She develops this professionalism in her listeners, thereby enabling employees to reach their highest potential within the organization. People who attend her seminars gain new insight and direction, reinforced by effective skills that greatly enhance their performance. Every year Debra travels to over 100 cities in the United States and Canada to deliver her seminars on communication, time management, conflict resolution, and customer relations. Her seminars are skillfully designed to meet the needs of managerial, supervisory, and support personnel. She has trained over 450,000 people from organizations in the private sector and government as well as in numerous colleges and universities.

If you wish to tailor this program for onsite training at your company, please contact Carrie Herr, the Director of ECGC, by calling 419-724-2591 or via email at carrie.herr@utoledo.edu.