



# Effective Communication Styles

Effective communication is a foundation of successful management, effective change, and a core skill for all executives. This masterclass will provide executives with practical tools and techniques to understand and improve one-way and two-way communication styles for them and their teams.

## *Recommended audience*

This masterclass is designed for executives and managers who rely on verbal and written communication to improve the effectiveness of their conversations, emails, documents, and presentations.

## *Key benefits*

By the end of the masterclass participants will be able to:

- Identify the fundamental communication styles in sending and receiving information
- Describe the differences for one-way and two-way communication
- Critically discuss the changes in communication style preferences under stress
- Adapt their own communication style(s) to improve their effectiveness
- Apply the tools and techniques with verbal and written communications

## *Topics to be covered*

- Fundamentals of communication styles
- Linkages to the work of Herrmann, Jung, and Myers-Briggs
- Characteristics of different individuals, groups, and organisations
- Synchronous and asynchronous communication
- Communication styles under normal conditions and stress conditions
- Components of communication styles
- Adaptation of communication styles
- Effective communication as an executive

## *Length of session*

One full-day of combined short interactive lectures and group discussions

