

Advanced Group Communications

Today's complex business decision-making units mean that you rarely deal with just one person when negotiating a sale or seeking to gain support for a proposition within your organisation. This workshop looks at an holistic approach to working with groups and uses system theory to help explore and demystify the dynamics that determine group performance. It is designed to help individuals understand how group systems work, and explains why a strategy might work successfully within one group environment yet produce different results with another.

The event looks at how the focus of energy is created within a group by the context of the group and by the way people collectively create and relate to the issues which arise during the course of the group's business. By understanding these, participants can use their presence and skills to work more effectively with the group's process, and generate support for their proposition. Participants also consider what interferes with alignment and examine what they can do about it.

The essential learning outcome of Advanced Group Communications is a clear understanding of the elements that shape the dynamics of a group. The knowledge gained, together with the learnings from individual exercises, will help presenters and facilitators to find their way through the key communication minefields during sales meetings and presentations.

This is achieved through presentations of concepts and models by the facilitator, a series of group discussions and exercises to practice the concepts as they are covered and a final exercise based around a business scenario to draw all aspects of the workshop together and enable participants to practically apply the principles learnt. During this final exercise, participants are asked to work in teams and take on the roles of specific characters. The scenario involves a number of meetings between a company with a need and a potential supplier. To help participants get the most value possible from this exercise, there are a number of feedback sessions throughout the exercise.

This workshop is intended for senior individuals, who already have good presentations skills and whose roles involve communicating with decision making groups during the sales process e.g. tender submission presentations.



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The event has four units:

1. In the first unit, the concept of 'system' and 'group dynamics' are explored.
2. The second unit looks at what drives the energy within groups to cause them to behave as they do.
3. The third unit introduces tools and approaches to enable you to align with the energy within the group, and fine tune your messages for maximum impact.
4. Finally these aspects are drawn together in exercise form to enable participants to practically apply the principles learnt.

Duration

This is a two-day event.

For more information on how ICDL can help you, call us today on +44 (0)118 979 8433 or e-mail enquiries@thebusinessaccelerators.com

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