## *Communication for Results*

Effective communication is no longer considered a "soft" skill. Research shows that organizations with higher levels of communication effectiveness produce dramatically better results than those that are least effective. A 2003-2004 Watson Wyatt study on return on investment (ROI) in organizations with the greatest communication effectiveness found that the best companies produced a 26% ROI, while the worst at communicating produced a -15% ROI. In addition, the strong communication performers had lower employee turn over rates than industry peers with poorer communication. In sum, communication continues to be an area rich with opportunity to enhance organizational performance.

This highly interactive course produces higher levels of awareness to one's own communication effectiveness as we collectively inquire into the barriers to effective communication. We discover that many of the most significant barriers are self-created and can be readily addressed once an intentional mindset is established. We explore how human beings perceive the world and make meaning of events. Often we formulate perceptions of others that become barriers to communication. Through this course participants gain a new freedom to shift their perceptions of self and others opening the door to transformation of relationships. Listening and additional tools are provided to enhance communication effectiveness.

### Course Content

Participants participate in constructing a state-of-the-art communication model, a model that has produced measurable results in the field. This model design will enable participants to look at the causes of communication breakdowns. Consciousness arises as to the barriers within self and in others to effective communication. Participants make an important connection between what I say and the results produced. Taking the time to personally or collectively get clear about the results desired from the communication is a strong focus. Many times we communicate with little focus/purpose in what we are trying to achieve. This course attempts to develop in others a discipline of bringing greater clarity, commitment and purpose to all communication by focusing our communication on desired results.

Listening is squarely addressed. Approach is based upon resent research concerning issues which prevent listening. Participants have the opportunity to evaluate their own strengths and improvement opportunities in the area of listening. Conversations to redirect negative behavior are also addressed and practiced by the participants. Finally, planning and designing effective organizational communication is a key component of the session. Practical scenarios of some of the more difficult communication challenges are used by participants to practice what they are learning in the course. Role playing is utilized as a teaching method.