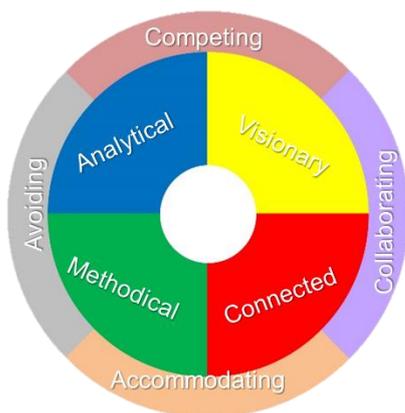


# Psychology of Communication Intelligence

Duration: 3 half days LIVE online

## Course Overview

This course will only be run as a 2-day face to face in-class event when it is confirmed safe to do so. Expleo Academy's Psychology of Communication course is designed to immerse attendees in a mindset of the critical importance of communication. Attendees will understand how people differ



in their communication through a communication framework.

We all differ in our communication approach and by understanding that we can alter our communication to improve our effectiveness.

In newly published research, LinkedIn analyzed skills shortages based on data from member profiles and job postings. "Communications is the No. 1 skills gap.", Jeff Weiner told CNBC.

In this new more virtual world, communication has moved from very important to critical. In this new way of living and remote working it is critical that you both get the attention and keep the attention, of your audience, otherwise 1 click and you become a podcast or just a silent movie.

The collaborative learning environment offers opportunities to learn from interactions with co-attendees, apply newly learnt perspectives on effective communication to make yourself, your team and the company perform optimally.

## Who should attend?

This programme has a broad target audience, including members of any project team, leaders, salespeople, coaches, and anyone who wants to understand and apply communication that builds trust with people and resonates with people.

## Prerequisites & pre-reading guidelines

There are no prerequisites.

Attendees are advised that the course is designed to facilitate continuous learning cycles. Attendees will be expected to prepare for each training session by completing short pre-training tasks to support their own learning.

## How certification is earned

Each delegate that attends will receive a certificate of attendance. This is required to progress to advanced related courses.

## Course Objectives

On completion of this training, attendees will be able to:

- Understand how people differ in what they communicate.
- Understand how people differ in how they communicate.
- Understand their own tendency in communication and how to improve.
- Apply the above in every interaction and communication.
- Relate learnings to their own context and experience and identify areas for individual growth.
- Improve communication to increase effectiveness of any person in any situation.

## Context

Expleo's interactive Psychology of Communication course provides a starting point for your communication intelligence journey. Resonating with people empowers communication to build strong relationships. Communication skills enable all other skills particularly in this increasingly online offsite world. Communication Intelligence + Resonate = reCIInate.

## Related courses

Attendees may also wish to progress on to Expleo's other advanced Communication Intelligence courses

- Psychology of Sales
- Psychology of Presentations
- Psychology of Agile Communication
- Psychology of Legal Communication
- Psychology of Leadership Communication
- Psychology of Procurement Communication
- Psychology of Change Communication
- Psychology of Storytelling
- Psychology of Negotiation
- Psychology of Coaching Communication

Expleo Academy is happy to discuss your specific training needs to advise on your learning pathway to achieve optimal communication.

## Course Outline

### Communication background

- Communication - a core skill
- Communication as a strategic driver
- Communication in a more online world
- Trends in modern communication

### Communication Styles

- Left vs right brain
- Issues with the left and right brain
- The communication styles background
- The communication styles framework
- Communication Styles Characteristics
- Making the Communication Styles practical
- Applying resonance in the communication styles
- Saying no to scope creep
- Addressing a problem

## Communication Behaviours

- Communication behaviours background
- Focus on yourself vs focus on others
- Communication behaviours descriptors
- Making the communication behaviours practical
- When to apply the communication behaviours
- Negative consequences of the different communication behaviours
- Tactics to apply if you display too much of a specific communication behaviour

## Profile debrief

- Principles of the profile
- Statistics from the database
  - Country comparisons
  - Age comparison
- Profile scoring
- Experiments done with the profile
- Profile debrief

## Listening

- How people listen
- Questioning types
- Assumptions
- Tips on listening
- Keywords and summarizing
- Communication behaviours in listening
- Communication styles in listening

## Trust

- Trust impact
- Trust elements
- Trust advice for the different Communication behaviours
- Trust advice for the different Communication styles

## Contact

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