

Course overview

Communicating Strategically (HF393)



This course is designed to assist individuals in communicating effectively with others using targeted, strategic methods. Through interactive group activities, self-assessments, and discussion, participants learn and practice various methods of strategic communication and experience how these influence and affect others. Participants use a personal situation to provide context and to help create a unique approach to communicating strategically. Participants also learn how to create effective strategic plans and how to develop and deliver powerful strategic messages to a variety of audiences.

Audience

- This course is intended for leaders, managers, team leaders, project managers, and others interested in taking a more strategic approach to communicating

Prerequisites

- Advanced Leadership Skills and Techniques (HF391) or other formal leadership skills training
- Formal training in developing effective relationships

Course Objective

Learn how to:

- Ask the right questions to think strategically about communication
- Use strategic communication to achieve desired actions
- Apply proactive strategic communication techniques to create alliances, build networks, and work cross-functionally
- Design effective strategic communication plans
- Choose the best strategic communication medium for a situation
- Craft powerful strategic messages for delivery to upward, downward, or lateral audiences
- Influence behavior change through intentional and targeted strategic communication

Benefits to You

Develop specific competencies in:

- Continual learning
- External awareness
- Strategic thinking
- Accountability
- Interpersonal Skills
- Oral Communication
- Partnering
- Political savvy
- Written Communication

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Course Title: Communicating Strategically

HP Product Number: HF393

Category/Subcategory: Business Leadership / Business Leadership

Course Length: 2 days

Level: Intermediate Level of Proficiency

Delivery Language: Varies by country

To Order: You can order this course online at <http://www.hp.com/learn>. At the site, select a country, then choose "registration" or "Book a course" and fill out the online registration form.

Next Steps: Other advanced Business Leadership courses

Detailed Course Outline

**Participants will develop a personal action plan
and apply learned skills in the workplace**

Day 1

Asking the Right Questions

- Thinking strategically
- What do you want to communicate and why?
- Who is your audience?
- What channel of communication will you use?
- What deadlines and timetables will you have?

Day 2

Crafting Memorable Messages

- Help your audience see what's in it for them
- Sound bites

Influencing Your Audience

- Defining influence
- Push, pull, and balance communications
- Influencing language
- Focusing on interests, not positions
- Using sensory connections
- Influence and communication styles

Building Alliances and Networks

- Benefits of alliances
- How to build alliances
- Networks

Multidirectional Communication

- Communicating downward
- Communicating upward
- Lateral communication
- Adapting to organizational culture

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