

# Communicating Up, Down and Across the Organization

Gain recognition, build stronger work relationships, and deliver high-value results!

Real leaders appreciate it when employees practice upward communication—taking the responsibility to communicate new ideas, innovations and better ways to get the work accomplished. This ability is especially crucial during times of economic uncertainty, where responsibilities can change unexpectedly, and fresh ideas and input are essential at all organizational levels.

This seminar offers practical and adaptive strategies for upward communication—as well as across and downward communication—to inform and influence others no matter where they fit in the organizational chart.

## Who Should Attend

Professionals and managers who want to build the communication skills that encourage dialogue throughout the organization and among different departments and levels.

## Learning Outcomes

- Acquire behaviours and techniques that demonstrate a strong sense of self-confidence with your peers, direct reports and manager
- Develop techniques to analyze audiences and situations appropriately
- Create processes to frame your message to specific audiences
- Apply strategies to influence and motivate others

## Course Benefits

- Gain recognition, confidence and credibility by putting forward a positive image
- Use upward and downward communication to create new opportunities for yourself
- Break down the barriers between team cooperation and organizational effectiveness
- Reduce frustration through upward and downward communication to build cooperation between different silos
- Enhance productivity by gaining support and commitment
- Build more cooperative and productive workplace relationships

## Prerequisites

- While there are no prerequisites for this workshop, participants would benefit from having a foundational understanding of project management

## Additional information

- Duration: 2 days
- 12 (PDUs)/Contact Hours in the following categories: 0 WW | 12 PS | 0 BA
- Course available as an open-enrollment workshop and on-site at your location
- Available both in-person and virtually
- To have this course delivered to your organization, contact [info@wcpconsulting.com](mailto:info@wcpconsulting.com)

## Course Details

### Communication Basics

- Acquiring confidence, self-esteem and self-concept to project a positive external image
- Establishing trust and credibility for stronger work relationships
- Using rapport to shape effective messages and enhance your influence

### Targeting Your Message

- Audience analysis: creating messages that address listeners' needs, wants and priorities
- Using listening skills to get the information needed for creating high-impact messages
- Communicating ideas in terms listeners care about
- Sharing information with others that leads to mutually beneficial results
- Trend-watching skills to project leadership and proactive communication competency
- Creating messages that speak to listeners' hearts and minds
- Adapting messages to others' communication and learning style preferences

### Interpersonal Influence Up, Down and Across the Organization

- Shaping others' responses using direct and indirect messages
- Using assertiveness in ways that allow others to understand and support you

### One-To-Many Presentations Up, Down, and Across the Organization

- Practicing various presentation formats to communicate a clear plan of action, motivate others, gain recognition or build a business case

This workshop is offered in association with Canadian Management Centre (CMC)  
For more information or to arrange an in-house delivery of this workshop,  
call 1-800-214-8096 or email [info@wcpconsulting.com](mailto:info@wcpconsulting.com)