

Communication Intelligence

"In business, communication is everything." ... Robert Kent, former dean of Harvard Business School

People are the essence of a company or a team. Top organizations have people with a culture of effective communication between people at all levels and between the people and external stakeholders. Strategy and processes are critical, but the differentiators lie within the way people work and communicate with each other, both internally and externally. To be a communication specialist the ability must exist to communicate goodwill and a positive image in such a way that people buy into it, that it resonates with all.

Ken Blanchard research below

It is simply impossible to become a great leader without being a great communicator. The message is not about the messenger; it has nothing to do with messenger; it is however 100% about meeting the needs and the expectations of those you're communicating with.

... Mike Myat, Forbes.com

Communication passes information. Effective communication understands how people differ and apply it. Just a 10% improvement in communication will add great value.

Effective communication impacts on the morale and well-being of the people which directly impacts the bottom-line and how internal and external people experience the company.

(Most critical leadership skill)	
1. Communication/listening	43%
2. Effective management skills	17%
3. Emotional intelligence and empathy	15%
4. Values and integrity	8%
5. Vision	6%
6. Empowerment	6%

We are not talking about a communication process, e.g. once a week an email, minutes of meetings, change requests, agendas, etc. We are talking about communication that influences and persuades people, that builds relationships, that lets people resonate with your message. Communication from a human perspective.

The most important contributor to success in communication is the ability to understand that we all differ in our communication. My message might resonate with some, but not with all. **We all differ in our approaches to communication since we all have certain preferences in our communication. If we can communicate in a way that resonates with all people we will greatly improve our success in communication.** To change our success in communication we need 1) a framework for good communication; 2) understand my own preferences in communication; 3) Use the framework and understanding my own

communication preferences and then make my communication practical and real. Each delegate will receive the award-winning 2interact communication profile, workshop material and build messages for their environment.

This workshop focuses specifically on these aspects. Areas addressed:

1. Different styles and behaviors in communication	5. Understanding the differences in people that you communicate with (and in general with people) and how to communicate more effectively
2. Understanding other people's and your own	6. Trust and Ethics creation and maintaining it
3. Applying preferences in communication to your daily communication with other people	7. Your attitude and self-talk
4. Making the styles of communication and the behaviors in communication practical for your team and their responsibilities and accountabilities	

- **2interact with their framework and associated tools is the first company I encountered that really understands what differentiates the top performing people and companies. Companies that work with 2interact adds a critical ability to people, the culture and the company to be successful.** – Director Strategy and Innovation, Deloitte.
- **I would strongly recommend the Communication Intelligence workshop. I took members of our Human Resources, Consumer Services, and Sales Teams to experience the workshop. It was professionally done and worth every minute we spent in the sessions. The team members came away with valuable tools and understandings of how people communicate differently. They were energized to use the new knowledge at work and at home. To the one, they all said is worth the time away from their desks.** – Executive Vice President Human Resources & Consumer Services, Sauder.