



**Schulich**  
School of Business  
Executive Education Centre

Redesigned  
to deliver even  
more value in an  
engaging and  
interactive online  
format!



**Online**

Virtual  
Classroom  
+  
Self-paced  
Elements

**Register for  
the Upcoming  
Session:**

November 2 - 6, 2020

### Online Format Features

- 9 am - 12 noon – daily Virtual Instructor-Led Training via Zoom
- Self-paced study of online course materials and resources, including manual, workbook and original videos designed and shot specifically for this course
- Each attendee receives a copy of instructor Diana Kawarsky's book, **Soft Skills Volume 1**. This book is full of examples, strategies and insights that support your learning and offer you real-life perspectives to take back with you on-the-job

# Certificate in Critical Communication Skills

*Develop the skills and confidence to communicate more effectively and be more persuasive in any situation, written or spoken.*

**Critical communication skills accelerate career success and are essential to the cohesive and prosperous operation of any organization.** With this effective business communication course you will learn to embrace a professional approach to improving your communication style, both written and verbal, and learn to take advantage of the different ways that your communication choices impact colleagues, client and vendor relationships – and your overall professional success.

### Online Course Bonus!

- Each attendee will be offered 2 hours of 1-on-1 communication skills coaching to be set-up individually with the instructor within approx. 2 weeks of course



**Register Today / Complete Details**

<https://seec.online/12947>



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35 PDUs\*

35 CPD

## Craft, refine and communicate your business story with impact.

This course will teach you how to become a **more effective leader through business storytelling** – the simple and powerful way to motivate and persuade other people of your ideas, strategies and arguments. You will learn the tools and techniques to help you **find, develop, and deliver stories that get people working together and facilitate the sharing of knowledge**. You will build stronger relationships through communications and engage your listeners to influence the way they view the world. This workshop also teaches you **executive-level facilitation and organizational skills for running and managing great meetings** – meetings that stay on track, engage participants, reduce ‘in-fighting’ and achieve key deliverables!

Receive one-on-one coaching & feedback!

### Top Take-Aways

1. **Make an impact through your communication:** define and perpetuate your professional brand
2. **Become more assertive** without being intimidating: gain buy-in and create shared meaning systems
3. **Develop active listening skills:** promote better work relationships and manage critical conversations
4. **Anticipate and manage interpersonal conflict:** influence others positively – every time!
5. **Communicate your message to all vested stakeholders:** improve your strategic position in leading others
6. **Discover the value of storytelling as a corporate tool:** effectively master verbal and non-verbal communication
7. **Motivate your listeners** to do what you want, think what you want, and feel as you suggest

### Who Should Attend

Working professionals looking to enhance their ability to communicate strong and impactful messages, including:

- Entrepreneurs developing themselves and their businesses
- High-potential supervisors & managers
- Office managers & supervisors
- Training, HR and industrial relations specialists
- Branch managers

### Instructor Profile

**Diana Kawarsky, MA, CCP**, is a senior training & development professional with more than 20 years of experience. A specialist in professional effectiveness and team success who has worked with over 15,000 clients to date, she is an energetic, results-oriented individual, and takes pride in influencing the human side of business.

**Special Bonus** – As a Part of this program, you will receive a copy of Instructor Diana Kawarsky’s book *Soft Skills Volume 1*. This book is full of examples, strategies and insights that support your learning and offer you real-life perspectives to take back with you on-the-job.



## Overview of Learning

### Effective Communication Strategies: Best Practices

- Communicate confidently with professionals from other culture
- Master the keys to excellent communication: observe, listen, analyze, plan, communicate

### Effective Communication Strategies: Techniques

- Master the keys to excellent communication: observe, listen, analyze, plan, communicate
- Identify your own personal needs and customize your message to ensure you get what you need from the communication

### Assert yourself: Communicating Up, Down and Across your Organization & with your Clients

- Manage emotions during conversations to stay focused on the content of the discussion
- Apply behaviours and techniques that exude self-confidence and esteem to improve your professional image and interactions with others

### Critical Conversations – In Action

- Communicate confidently with professionals from other culture
- Master the keys to excellent communication: observe, listen, analyze, plan, communicate

### Resolving & Managing Conflict with Grace

- Break down barriers between team cooperation and organizational effectiveness
- Communicate skillfully with managers, employees and customers in any situation

### Effective Meeting Management

- Professionally lead your meetings using 9 team facilitation techniques
- Keep your group engaged using a variety of meeting types and styles

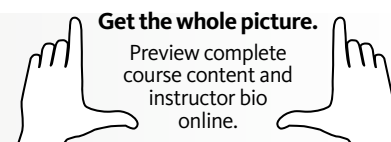
**Dates:**  
November 2 - 6, 2020

**Format:**  
Virtual Classroom sessions plus self-paced elements.

**Registration Fee:**  
\$4,450 + applicable taxes

**Complete registration details:**  
[seec.online/FAQ](https://seec.online/FAQ)

**Technical Requirements:**  
[seec.online/techreq](https://seec.online/techreq)



**Complete Details / Register Today**

<https://seec.online/12947>

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or email [excedinfo@schulich.yorku.ca](mailto:excedinfo@schulich.yorku.ca)