

Communicating Strategically

Duration: 2 Days · **Training format:** Virtual Classroom / Online

Description

How do you incorporate strategic considerations into your daily communication?

Communicating strategically involves intentional communication that strengthens professional relationships and builds a productive working environment. Learn to communicate intentionally and strategically in daily interactions to align your goals to outcomes and tailor messages to various audiences to maximize impact

Delegates will learn how to

- Analyze opportunities to incorporate strategic communication
- Use strategic communication to achieve desired outcomes
- Incorporate audience considerations into strategic communication practices
- Design messages that effectively promote strategic interests

Audience

This course is designed for people who want to sharpen their strategic thinking skills and communicate more effectively in the workplace.

Outline

Strategic Communication Overview

- Characteristics of Strategic Communication
- Opportunities for Strategic Communication

Communicating to Achieve Outcomes

- Aligning Desired Outcomes
- Analyzing the Success of the Message

Knowing Your Audience

- Audience Analysis
- Tailoring the Message

Designing Strategic Communication

- Building Effective Messages
- Practicing Strategic Communication

Prerequisites

There are no prerequisites for this course.