MORGAN TRAINING COMPANY
COMMUNICATION AND SALES SKILLS
FOR TECHNICAL PROFESSIONALS

High Impact Communication Techniques for Technical Professionals

Research shows that most "unhappiness" in the technical business world comes not from poor technical skills, but from poor communication. Effective communication plays a pivotal role in nearly every aspect of business. Skilled communication impresses colleagues and customers, promotes the effective flow of information, and creates a more harmonious and productive business environment, while poor communication skills can cause confusion, frustration, misinterpretation, inefficiency, and lost business. Moreover, ineffective communication can limit a technical professional's potential growth and value to the organization.

Through self-assessment surveys (behavioral style; internal "scripts"; preferred information processing modes), participants learn about their communication tendencies and how to be more effective in dealing with colleagues who are different. Best practices are stressed along with a set of tools and techniques that can be applied immediately to improve their confidence, credibility and effectiveness when interacting with others.

Course Objectives

- Equip technical personnel with communication skills and best practices to interact effectively with peers subordinates and managers.
- Help develop the strategies and techniques necessary to better prepare for and control difficult communication situations.

Target Audience

All technical professionals who spend a good portion of their time dealing with people--whether it's internally with colleagues, or externally with customers. The course is designed for technical professionals who want to increase their communication skills and thereby achieve excellence in performance.

What You Will Learn (*The content is customized to address the participants' specific issues.*)

Communication Strategies and Tactics

- How to establish rapport
- How to cultivate and strengthen relationships with colleagues
- How to effectively communicate and interact with people whose personality and behavioral styles are different from yours
- Understand information processing preferences to improve communication
- How to get colleagues/clients to make and keep commitments

- How to avoid ambiguity, assumptions and confusion
- Dealing with indecision—how to get decisions so you can move forward
- Understand your communication tendencies and how to adjust for improved effectiveness
- How to listen more effectively and talk less

- How to clarify work requests and eliminate wasted effort
- How to deliver "bad news" and discuss sensitive topics
- How to deal with negative communication behaviors, such as arrogance, excessive talking, critical or negative attitude, etc.
- Learn strategies and techniques to establish and strengthen credibility

- How to communicate what you want someone to do so it gets done correctly
- The key elements of effective and productive meetings
- How to deal with an overly demanding or critical manager
- How to handle "requests to jump"; how to say "No"; how to not over-commit

Course Format

The material is presented in a manner to facilitate the process of learning, from the initial phase of understanding (knowing) a concept, to the advanced phase of applying (owning) it. Interaction is encouraged, with participants having an opportunity to discuss and practice techniques, strategize their own specific situations, and participate in exercises that simulate realistic communication situations. The onsite delivery of the training is customized for each client by incorporating specific industry scenarios, examples and role-plays to assist with the application process.

Course Length

This curriculum requires 2 days to deliver. It is offered as a 2-day consecutive training, or for onsite delivery it can be divided up into non-consecutive sessions to accommodate schedule constraints. We also offer shortened versions (1/2 to 1 day), by customizing the curriculum to address the most pressing issues and the available schedule.

Course Materials

All participants receive a 150+ page binder with course materials including course overview, agenda, notes, handouts, exercises and reference material.

Comments from Past Participants:

- *"I would highly recommend this course and instructor. Laura is able to target the material to real work situations, so you can apply the information here and now." – Brian McGrath, Manager of Software Testing, Optical Research Associates*

- *"Awesome class! Best one I've ever taken! This course opened my eyes and helped me to recognize all the different types of personalities and taught me the best way to work with them. I identified with the instructor's experiences, and better understand myself, my strengths and my*

weaknesses." –Amanda Nishimura, Consultant, Cerner Corporation

- *"In today's business world, success is highly dependent on good communication skills. This class taught me techniques to more effectively communicate with people who have different personalities than my own."—Alon Barlevy, Staff Engineer, Northrop Grumman Space Technology*

- *"This course has totally changed, in a positive way, how I will communicate within my organization and how to deal with conflict. These tools will prove to be invaluable. I can't wait to use the techniques I have learned." –Travis Vance, Operations Manager, Convera*

- *"I love this stuff! It is valuable in every human interaction we encounter. I learned even more than I discovered years ago in Psychology class!." –Terie Brown, Project Manager, Countrywide*

- *"I've learned many different tools to communicate effectively with others. It is an excellent class and Laura's an awesome instructor. Best course I've taken from this program. Thank you!! – Kristie Phan, Electrical NPI Engineer, Cisco Systems*

- *"This course has helped me to better understand my team members so I can work with them more effectively." –Brenda Long, Product Development Manager, Safetran System Corporation*

- *"The tools from this class are instantly applicable and most valuable..." –Gayatri Gururangan, Mathematician, Lawrence Livermore National Laboratory*

- *"This course is absolutely essential for the "geek's" transition to management. And non-technical managers would also greatly benefit from learning and applying this information." – David Girdner, Senior Network Engineer, Antropy*

- *"This course was refreshing, fun and valuable!" – David Nylen, Manager III Engineering, Raytheon*