

## HIGH IMPACT COMMUNICATION SKILLS FOR WOMEN

Unlock the secrets of powerful, clear,  
and persuasive communication.

### COURSE CONTENT

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What do individuals on the “fast track” to career success have in common? They are not normally the most talented, or the hardest working, or even the most pleasant... but chances are that they are all strong communicators. Communication skills command the attention of everyone in the room when you speak. Communication skills give you an ability to communicate your ideas clearly and persuasively. Communication skills allow you to avoid embarrassing mistakes and unnecessary disagreements.

Are your communication skills first-rate? Do you have the ability to speak and write clearly and powerfully? Communication skills can be learned and developed through practise. This Benson & Company Program will teach you the fundamentals of strong communication and give you the confidence you need to achieve even the most ambitious career goals.

It is impossible to overstate the value of powerful communication skills for women. This program will help you to identify and build on your strengths while addressing any shortcomings in a positive and encouraging manner. We will give you the tools and the ability you need to remain calm and communicate clearly under pressure. We will reveal the secrets that world-class women use to communicate with their teams. We will teach you to speak powerfully and confidently one-on-one and one-to-many.

Just Some of the Key Elements:

- **Learn to speak with confidence in public.** Do you dread public speaking? Does the thought of speaking in front of an audience fill you with foreboding? We'll teach you how to overcome this fear... and reap the benefits of becoming an effective public speaker.

- **Develop self-awareness** in order to understand the impact of your words on others. Do you have trouble analyzing the impact of your words and actions? We'll teach you how to become more self-aware.
- **Sharpen your written skills.** Strong writing is essential in today's workplace. Is your writing clear and persuasive... or is it disorganised and confusing? We will teach you the secrets of effective, real-world writing.
- **Develop stronger professional relationships.** For better or for worse, your professional relationships are often the key to climbing the career ladder. Do your co-workers like you and respect you? What about your boss and senior management? The communication skills you'll learn will help you build stronger relationships with employees at all levels of your company.
- **Become a more effective leader.** You can't lead effectively if you can't communicate with your team. You may have a great vision for the future, but if you aren't able to articulate it and inspire others, nobody is going to follow you. We'll teach you how to electrify and inspire those around you.
- **What does it mean to be a woman in the world of communication?** Times have changed, but have natural empathies? As a woman do you have any special insight? Any special female ability? Any special advantage? The answers may surprise you.
- **Learn to listen.** You will learn how to become a great listener, not just a great speaker. Believe it or not, most communication breakdowns result from an inability to listen and comprehend... not an inability to speak. Learn how to ask great questions and understand the implications of a speaker, not just what he or she is explicitly saying.

What's the key to career success? Work ethic? Talent? Dedication? No, no, and no. Each of these attributes is important, but without excellent communication skills, they are simply not enough to ensure success. An individual with good communication skills will always progress much further in her chosen career because strong communication skills are the key to mutually beneficial and professional relationships. Strong communication skills for women are essential for getting ahead in business and life.



## THE BEST PRINCIPLES OF Communication in Action

### CONTENT CONTINUED...

- **Reach poor listeners.** You will become a great listener, but most people you work with are not. Learn how to fit your message to your audience and communicate effectively with even the most challenging listeners.
- **How do you harness the power of nonverbal communication?** Most experts believe the majority of our communication happens nonverbally. Are your nonverbal cues supporting the message you are seeking to communicate—or are they undermining you? Learn how to understand and control your nonverbal messages. How do you read the nonverbal cues of others, which allow you to decipher their true intentions and the meaning behind their words?
- **Learn to control your emotions.** Many communication breakdowns occur as a result of emotions gone wrong. You will know how to control your own emotions and how to read and manage the emotions of others. Learn the warning signs of impending conflict and take steps to resolve it.
- **Learn to give and receive feedback effectively.** Constructive feedback is invaluable—but most don't know how to provide it, or how to receive it. How do you give feedback to your coworkers in a respectful and productive fashion? Learn how to accept feedback from others, even when they don't deliver it graciously.
- **And Much, Much More...**

Strong communication skills are the key to achieving professional success. Without the ability to communicate, you will find it impossible to build strong relationships. You will be unable to explain your ideas and rally others to your cause. This programme will give you the tools you need to become a strong communicator. You will become a better listener, a better leader, and even a better public speaker. If you are looking to achieve success in the workplace and as a leader, you can't afford to miss this opportunity.

*"An excellent workshop presented in a very professional manner."* **Brunel Training**

*"This course was well presented with good documentation. The seminar itself first rate. This was recorded on video so that each candidate could go away and perfect the skills already obtained in the seminar itself. On the whole an excellent seminar."* **Capital One**

*"[The trainer] demonstrated an enormous amount of support for all that attended which was well received and appreciated. [The trainer] was very positive and never used negative comments or feedback. I felt that the quality of training was particularly good and well structured. I would be more than happy to attend further courses that were performed by this company."* **EDS**

Our consultants and trainers are extremely experienced and talented professionals. We can create a program covering other topic areas that you may want to explore. Please contact us at [info@bensonandcompany.net](mailto:info@bensonandcompany.net) for more information about any of these or the following:

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|--|---|---|
| <input type="checkbox"/> Time Management               | <input type="checkbox"/> Project Management | <input type="checkbox"/> Communication Skills   |
| <input type="checkbox"/> Dealing with Difficult People | <input type="checkbox"/> Stress Management  | <input type="checkbox"/> Presentation Skills    |
| <input type="checkbox"/> Leadership Skills             | <input type="checkbox"/> Supervisory Skills | <input type="checkbox"/> Personal Assertiveness |
| <input type="checkbox"/> Team Building                 | <input type="checkbox"/> Customer Service   |   |

If you would like additional information on Benson & Company Key-note and Business Speaking services, call or email us at the address below.



John Lewis



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