



Communication Training

LUXURY  ACADEMY

LONDON

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Advanced Communication Skills

1-Day Course on Dealing with Difficult Conversations, Becoming Proactive and Managing Psychological Games

Audience: All Levels of Staff
Course Duration: 1 Day
Max Attendees: 20 Delegates

Training Course Description

We interact with others on daily basis and our communications can influence different aspects of our lives. Knowing how to communicate well can have a significant impact on an individual's success and so it pays to constantly train on it and aim to improve your performance.

This course follows on from Communication Skills and aims to expand deeper into many sources of miscommunication. It provides several easy-to-use soft skills techniques that can be employed in establishing rapport with others, strengthening relationships and avoiding common conversational traps. In particular, the course covers areas such as probing and understanding other people's perceptions, understanding intentions and their impact, taking responsibility and avoiding blame.

During this course delegates learn to manage their emotions better so that these emotions don't leak or burst into conversations at the wrong moment. Techniques are provided to manage difficult conversations and to avoid getting trapped in a psychological game going back and forth on certain points rather than moving forward to focus on underlying issues or concerns.

Topics Covered

- Understanding Stories
- Intention Analysis
- Avoiding Blame
- Feelings
- Difficult Conversations
- Psychological Games



By the end of this course the delegates will be able to:

- Search to understand other people's stories and learn to change your perspective based on their view to improve your conversation
- Prevent misunderstandings by clarifying intentions and avoid common mistakes that escalate the situation rather than resolve it
- Avoid blaming others and take responsibility for your own contribution to any situation
- Understand and manage your feelings so they don't clutter your understanding or affect your conversations with others
- Handle difficult conversations by monitoring implicit messages and use techniques to gain rapport
- Avoid destructive psychological games in conversations and use techniques to shift the conversation away as quickly as possible

Handling Difficult People

1-Day Course on How to Deal with Challenging People

Audience: All Levels of Staff

Course Duration: 1 Day

Max Attendees: 20 Delegates

Topics Covered:

- What is the ideal strategy?
- How to respond to people?
- How to engage in a conversation?
- How to handle conflicts?
- How to deal with confrontations?
- How to deal with reactive and toxic words?
- How to look for patterns?

Training Course Description

We often have to deal with difficult people in our professional environment and sometimes even in our personal everyday life. Any interaction or communication with such people can prove challenging and consumes a lot of our time and energy. Such situations can easily turn emotional and unproductive with long term effects on relationships.

Fortunately difficult people are well studied and psychologists have found a great deal on the origin of their behaviour and subsequently on how best to deal with them based on their inherent weaknesses. This course relies heavily on the latest psychological research and provides several concise easy-to-use formulas that delegates can use to deal with challenging situations promptly.



By the end of this course, participants will be able to:

- Use the right mental attitude when confronting others to minimise the effect of difficult encounters
- Choose the right responding style when dealing with others
- Make constructive conversations by staying focused and in control
- Select an appropriate conflict resolution style to get maximum results
- React to confrontations quickly and efficiently while maintaining your emotional balance
- Identify toxic words and handle them while maintaining the efficiency of your conversation
- Identify the type of difficult people you are dealing with and respond accordingly

How to Influence People

1-Day Course Containing Many Interactive Exercises

Audience: All Levels of Staff

Course Duration: 1 Day

Max Attendees: 20 Delegates

Training Course Description

Have you ever felt that you could have performed a lot better after you had a conversation with someone? Did you wonder why you didn't handle it better? Have you ever said 'Yes' to someone's request when what you really wanted to say was 'No'? You deal with people professionally and personally every day. Any new skill that improves your communication with your colleagues, bosses, clients and your family can have profound effects on your self-esteem, personality and subsequently your productivity. We all know how miscommunication can lead to inefficiencies and cost us dearly. Influencing is a skill that we simply learn as we grow up by copying others around us or based on our experience in life. However, this can be limiting as we may never come across certain techniques and fail to understand that there could be an easier way to influence others. Fortunately, a systematic training such as this course can significantly help individuals to become better at this skill.

The ability to influence others is an incredibly important skill. Business environments can benefit from the existence of people who are well versed in the art of influence since they can handle situations better, are more emotionally skilled and can mitigate conflicts or difficult situations quickly.

To become better at influencing, delegates need to learn and practice the skills over and over again until the skills become second nature.

In this course, a variety of psychological techniques are presented and discussed. It includes a range of role plays and group discussions that will help delegates to learn how to change opinions, avoid conflicts through positive influence and simply be in control.



Topics Covered:

- Strategy
- Influence Techniques
- Influence Principles
- Interacting with Others
- Getting What You Want

By the end of this course the delegates will be able to:

- Sequence your statement efficiently, so that you can get maximum effect for the objective you have in mind.
- Show your understanding when communicating with others and open up the conversation
- Use the 6 universal principles of influence and learn how to counteract them
- Deliver your potentially negative message while getting a good response
- Encourage or discourage anyone strongly in the direction of your choice
- Use a simple technique to reinforce the behaviour of team members
- Say No decisively and politely
- Phrase your sentences efficiently when selling a product or an idea

Conflict Management

1-Day Course Introducing Core Principles Behind Conflict Management
Containing a Rich Selection of Exercises, Practical Activities and Case Studies

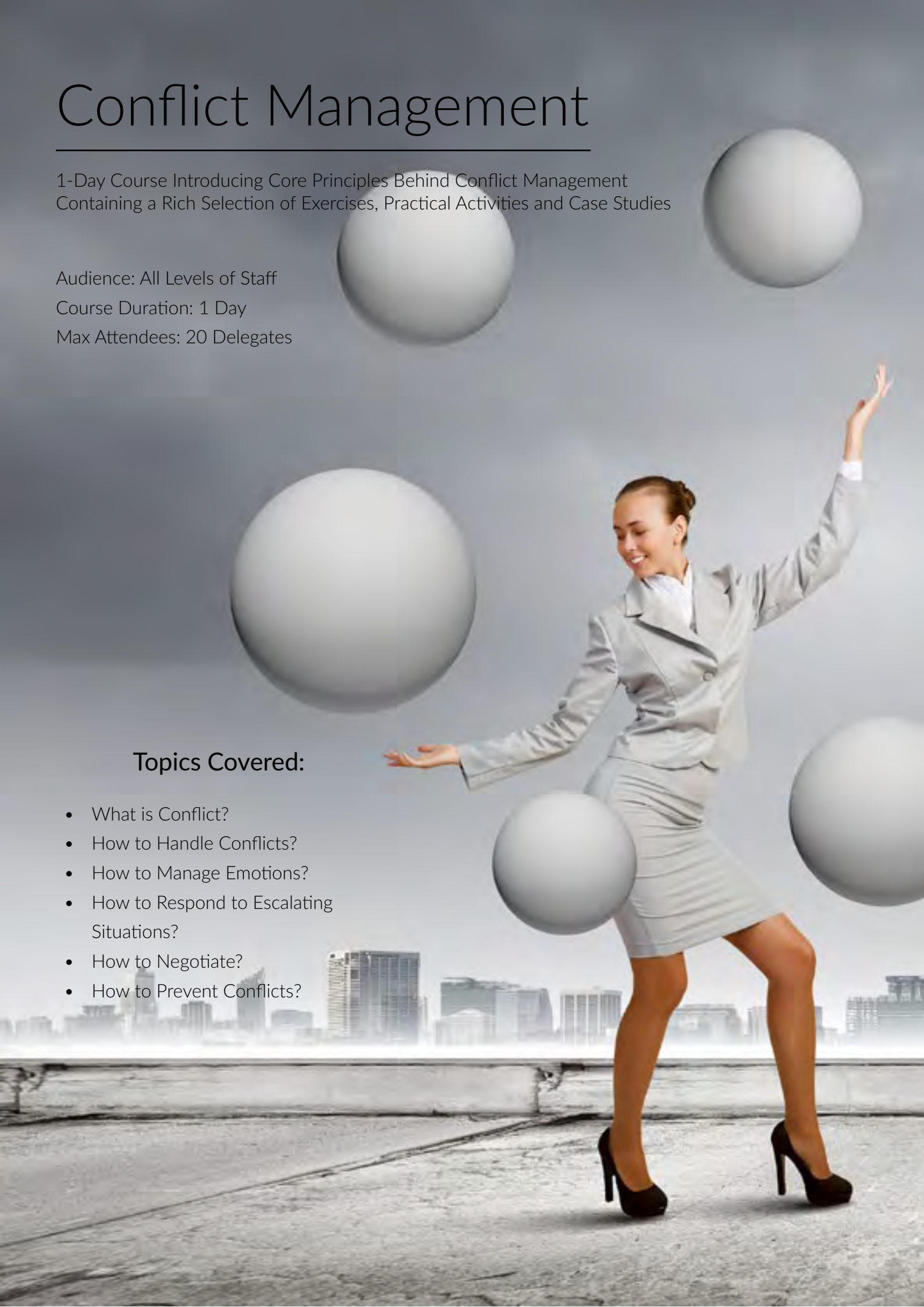
Audience: All Levels of Staff

Course Duration: 1 Day

Max Attendees: 20 Delegates

Topics Covered:

- What is Conflict?
- How to Handle Conflicts?
- How to Manage Emotions?
- How to Respond to Escalating Situations?
- How to Negotiate?
- How to Prevent Conflicts?



Training Course Description

Conflicts can be difficult. We get so emotional that sometimes we feel we can't take it at all. Do you know anyone who is good at conflict management? Do you admire them? Do you envy them? Not so surprisingly most people want to avoid conflicts altogether. Many get so emotional that they feel they can't even say a single word. Others may rely on a simple age-old technique of silence treatment, which doesn't really do them or others any good.

So, what should we do when we are in a conflict? Should we just leave it and hope that it goes away? The chances are that it probably doesn't go away and will come back to haunt you.

Conflicts have a tendency to escalate when untreated, they can make the environment toxic and unproductive and eventually the conflict may come to control you rather you controlling it.

Conflicts are actually good since they push you and others to move forward in your relationship.

By the end of this course, participants will be able to:

- Recognise conflicts and their escalation over time so you can address them more effectively
- Select an appropriate conflict resolution style based on your needs to get maximum results
- Manage your emotions and influence others emotionally when in conflicts
- Recognise Tactical Approaches used when interacting with others that may lead to conflicts and take appropriate steps to avoid a conflict developing
- Negotiate over what you want and move on to a win/win outcome
- Prevent destructive conflicts at the workplace



Meeting Skills

1-Day Training Course on How to Have Effective Meetings with Your Customers and Clients

Audience: All Levels of Staff

Course Duration: 1 Day

Max Attendees: 20 Delegates

Training Course Description

As part of a busy business lifestyle, we spend a large amount of our time interacting with others, in particular with our customers. Keeping them happy is as critical as understanding their needs and concerns. It is well known that a large amount of time of an office worker is spent in meetings, a large portion of which is dealing with colleagues and customers. As a result it is quite critical for anyone to improve their customer management skills and be able to handle more senior customers as their skills are improved and get better results.

In this course participants will be introduced to main aspects of managing customers in meetings. These include subjects such as establishing rapport, handling meetings, negotiating, body language and so on. For example, what if your client uses a dominant body position in a meeting room and continuously accuses you of missing deadlines? How should you reply? What if your client does not deliver on his promises and doesn't understand the impact of his negligence on your team? How do you get him to correct his behaviour, without making him feel embarrassed? Many similar situations such as these are explored in detail in this course.

A background image showing the silhouettes of several people sitting around a table in a meeting room, with large windows in the background. The scene is dimly lit, with light coming from the windows, creating a professional and collaborative atmosphere.

Topics Covered:

- How to Manage Relationships
- Body Language
- Effective Meetings
- Questioning Methods
- Negotiation

By the end of this course, participants will be able to:

- Build strong relationships with your clients
- Read body language and use it to your advantage
- Lead and participate in efficient meetings to get maximum results
- Ask specific types of questions to obtain more information
- Negotiate effectively and make “fair” deals
- Participate in many educational and entertaining exercises to learn the skills quickly



Listening Skills

1-Day Course on How to Master the Art of Listening, Establishing Rapport and Gaining People's Trust

Audience: All Levels of Staff

Course Duration: 1 Day

Max Attendees: 20 Delegates

Training Course Description

Listening skills is perhaps one of the most important skills used when communicating with others. Imagine what happens when people discover that you are not listening to them or don't care much about them. Naturally, they are quick to distance themselves from you. Everyone loves to be listened to, but unfortunately we never seem to be doing enough listening. People are deprived of listening and those who can master this skill and establish themselves as good listeners stand to gain enormously as they can make long lasting friendships with others. By developing a reputation of being a good listener an individual can transform his life in many dimensions.

This course aims to help delegates master the art of listening in professional and personal settings. Listening, like all skills, can be mastered through guidance, practice and persistence. This course is designed around numerous examples as this is the most effective way to learn. The course is full of examples that clearly demonstrate what each listening guideline suggests. In particular, several examples of bad listening are provided so delegates can see clearly which method works and which doesn't.



Topics Covered:

- Why Listening is Important
- Active Listening
- Listening Spectrum
- Bad Listening
- Asking Effective Questions
- Critical Responses
- Difficult Listeners



By the end of this course the delegates will be able to:

- Appreciate the critical importance of listening and learn the secret to good communication skills
- Use Active Listening techniques to establish rapport and leave a positive impression
- Improve your understanding of different personalities when listening and aim to improve your own style
- Avoid falling into bad habits when listening to others and use established listening guidelines to make others feel more comfortable with you
- Ask effective questions to encourage others to provide more information without limiting the conversation unnecessarily
- Avoid using words that trigger negative emotional responses in order to improve your listening skills
- Respond to difficult people by classifying them into abstract types and use the most ideal strategies to handle each type

Questioning Skills

1 Day Course on How to Ask Effective Questions and Expect to Get Results

Audience: Sales People, Managers, Supervisors,
Human Resources

Course Duration: 1 Day

Max Attendees: 20 Delegates

Training Course Description

During the course of many conversations we end up asking some questions. We ask questions for a variety of reasons; we may want to obtain more information, show that we are following the other person, or sometimes we may want to challenge them. Whatever the need, knowing what to ask and how to ask is a critical skill within communication that if mastered can pay huge dividends.

The best way to learn about different styles of questions is through examples. In this course all questions types are defined followed by examples so delegates can clearly see how they work in practice. Numerous real world conversations are also provided to demonstrate clearly how an exchange containing specific questions would work in practice. Bad questions are also explored which help the delegates to see their effect on a conversation and how these questions could change the way others look at them after asking such questions.

Being good at questioning others also indirectly helps you to become better at answering them by understanding the motive behind each question type. This is particularly applicable to manipulative questions which are also covered in this course in addition to good strategies for responding to them.





Topics Covered:

- Questioning Strategies
- Coaching Questions
- Information Questions
- Establishing Rapport
- Motivational and Engaging Questions
- Group Questions
- Manipulative Questions
- Selling Questions

By the end of this course the delegates will be able to:

- Use effective strategies when asking questions and avoid methods that can be counterproductive
- Ask practical questions when coaching others to help them and to strengthen your relationship with them
- Ask well-formulated questions to maximise information transfer
- Systematically ask a series of questions on a topic to find out more about it
- Ask empathic questions to help establish rapport and encourage others to talk more
- Inspire and motivate others by asking well-formulated questions
- Ask effective questions from a group of people to keep them engaged and increase their responsiveness
- Understand the nature of leading questions, appreciate their effect and provide an effective response to them when asked
- Systematically ask questions to sell your ideas, products and services more efficiently

Difficult Conversations

1-Day Course on Handling Challenging Conversations and Learning to Deal with Emotional Interactions

Audience: All Levels of Staff

Course Duration: 1 Day

Max Attendees: 20 Delegates

Training Course Description

Sometimes we find ourselves in an unpleasant conversation. Most people have a strong urge to avoid such conversations. Some adopt a “silent treatment” as a way to avoid the issues. Others avoid the person altogether so they never end up in such situation.

The problem however is not always other people or the nature of the conversation, but the way we handle it. Knowing how to handle

difficult conversations such as providing feedback when somebody had done something wrong, delivering bad news and apologising is critical in maintaining and strengthening our relationships with others whether at work or in our personal life.

Equally, sometimes we go through an interaction that leaves us angry or upset. Sometimes we react based on our emotions which can have

drastic consequences. We need to find out what makes us feel in a certain way and if this feeling is justified. Next, we need to take steps to correct our feelings in order to adjust our behaviour. There are several techniques that can be used to achieve this which is presented in this course.



Topics Covered:

- Handling Conversations
- Power of Emotions
- Understanding Emotions
- Delivering Bad News
- How to Apologise

By the end of this course the delegates will be able to:

- Control the flow of a potentially difficult conversation and learn to focus on what matters the most
- Analyse your behaviour as well as those of others and better understand what makes people take a particular action
- Appreciate the power of emotions and how you can take advantage of them to control your actions
- Prepare for and deliver bad news using a systematic step-by-step technique and handle the reactions smoothly
- Apologise systematically to show your sincerity and improve your relationships

Persuasion Skills

1 Day Course on the Art of Influencing and Delivering a Persuasive Pitch



Training Course Description

In just about any interaction with others, you may find the need to persuade them of your ideas, your products or services. The ability to persuade successfully seems to be a fundamental quality of successful people. Take leaders, scientists, artists, politicians, authors, or any successful celebrity. They have got where they are by being able to convince people of their abilities, vision, know-how and mastery of what they do, and those who are good at it do it on a massive scale.

Persuasion is all about having the right attitude. You cannot imagine a good persuader who is shy and constantly looks down. On the other hand, persuasion is not about hard selling something to someone at any cost, even at the cost of significantly annoying them just for a one-off sale. Good persuasion happens when you are totally convinced and happily accept the view of the persuader. Sometimes you may not even realise you have been persuaded, you just know the correct course of action. Of course, this action could have been suggested by the persuader who have influenced you unconsciously.

Since persuasion is a general skill that touches on many areas of human behaviour, the best way to become better at it is to address each area separately and practice it using isolated exercises.

Audience: All Levels of Staff
Course Duration: 1 Day
Max Attendees: 20 Delegates



Topics Covered:

- Persuasive Behaviour
- How to Tell Great Stories
- Persuade with Confidence
- Emotional Persuasion
- Systematic Persuasion

By the end of this course, participants will be able to:

- Take advantage of a number of persuasion strategies to guide people towards a direction of your choice
- Deliver an engaging and persuasive story to inspire and convince your audience of your cause
- Use a number of psychological techniques to increase your success when influencing others
- Use emotional persuasion and verbal techniques to help the other person see something differently, be inspired and easily change their opinion
- Use a step-by-step approach to prepare your case when you want to persuade others
- Use best practice guidelines to improve your persuasion performance and pitch delivery

Making Small Talk

1-Day Course on How to Initiate and Maintain Effective Conversations

Audience: All Levels of Staff

Course Duration: 1 Day

Max Attendees: 20 Delegates

Topics Covered:

- What is Small Talk?
- How to Break the Silence
- Consultative Selling and Small Talk
- How to Break into a Conversation
- How to Maintain a Conversation
- How to Improve Your Small Talk Performance



Training Course Description

We all desire to communicate with others. This need for social connection is embedded in our genes and is universal among all cultures. Yet, many people consider approaching strangers a daunting task. Why should it be difficult to approach others when this is such an obvious need?

Suppose you are attending a business networking event and need to connect with others. Most people know the incredible value of such connections and how it can help them with their businesses, personal branding, networking and gaining recognition in their respective communities. Yet, most also find it difficult to approach others in such events, perhaps feeling shy, unsure of what to say, how to initiate or maintain a conversation or how to approach a group. Many may simply prefer to hang around

until someone else approaches them which mean they lose control over who they communicate with or may even end up not communicating at all. This in turn can have a negative effect on self-esteem leading to self-fulfilling prophesies that one is simply not good enough in socialising. This course helps delegates learn the art of small talk to address all such situations. It provides numerous strategies, techniques and examples on what works and what does not so delegates can clearly see what to do and say in a given situation.

The course is designed to cater for both social and business settings covering universal strategies that are known to help with connecting to people, increasing engagement and establishing rapport.



By the end of this course the delegates will be able to:

- Avoid using cliché and reactive responses that kill conversations
- Use strategies that help start a conversation and avoid the dreaded silence
- Use small talk with your clients to improve your chances of selling to them and leave a positive impact
- Break into a conversation tactfully and safely
- Use strategies to maintain a conversation and encourage speakers to remain interested in your interaction with them
- Engage in small talk conversations with confidence knowing how to remain in control and what to say at any moment

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