

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that--our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/2203](http://www.amanet.org/2203)

# Communicating Up, Down and Across the Organization

## Get heard—regardless of where you sit in the organization.

It can happen at a moment's notice: you need to communicate a new idea to senior managers, influence your colleagues to support your proposal or inspire direct reports to make a change. Are you prepared to communicate with anyone in your organization? Do you know how to analyze your audience? Can you frame your message so that people feel connected to you in a corporate setting?

To connect with many types of people while projecting confidence, credibility and trustworthiness requires specific tools and strategies. You'll focus on improving communication skills and competencies necessary to build mutual understanding and connectivity with others, regardless of your role. You'll also discover influence strategies and learn how to critically evaluate each unique communication event.

## How You Will Benefit

- Analyze your audiences and situations and plan your message
- Create processes to frame your message to specific audiences
- Apply strategies to influence and motivate others throughout the organization
- Understand how communication can impact how much influence you have
- Exhibit a strong sense of self-confidence with your peers, direct reports and managers

## What You Will Cover

- Solving real workplace communication issues
- Recognizing the role of communication in developing influence and improved productivity
- Exhibiting a strong sense of confidence and external image
- Applying strategies to build and use rapport and identification with colleagues
- Targeting your message to the situation
- Planning effective messaging in teams when up/down/across members are present
- Applying message-framing strategies to create a responsive environment
- Practicing how to deliver messages that promote clear and productive

- Practicing how to deliver messages that promote clear and productive communication
- Motivating and influencing throughout the organization
- Evaluating and practicing various motivational and presentation formats

## Who Should Attend

This communication training is ideal for business professionals who want to be strong, passionate and effective communicators who can speak to a variety of audiences across organizational boundaries.

## Schedule

- [2] days - \$2,195 Non Members
- [2] days - \$1,995 AMA Members
- [2] days - \$1,889 GSA

## Credits

1.2 CEU/12 PDU\_L/14 CPE  
12 PDU /12 PDCs

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