

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

Communicating Up, Down and Across the Organization

Gain recognition, build stronger work relationships and deliver high-value results for yourself and your organization!

Real leaders appreciate it when employees practice upward communication—taking the responsibility to communicate new ideas, innovations and better ways to get the work accomplished. This ability is especially crucial during times of economic uncertainty, where responsibilities can change unexpectedly and fresh ideas and input are essential at all organizational levels. This seminar offers practical and adaptive strategies for upward communication—as well as across and downward communication—to inform and influence others no matter where they fit in the organizational chart.

How You Will Benefit

- Gain recognition, confidence and credibility by putting the best you forward
- Use upward communication and downward communication to create new opportunities within your organization
- Break down the barriers that stand between team cooperation and organizational effectiveness
- Reduce frustration through upward communication and downward communication to build cooperation between different silos
- Enhance productivity by gaining support and commitment
- Build esprit de corps and productive workplace relationships

What You Will Cover

Communication Basics

- Acquiring confidence, self-esteem and self-concept to project a positive external image
- Establishing trust and credibility for stronger work relationships
- Using rapport to shape effective messages and enhance your influence

Targeting Your Message

- Audience analysis: creating messages that address listeners' needs, wants and priorities
- Using listening skills to get the information needed for creating high-

impact messages

- Communicating ideas in terms listeners care about
- Sharing information with others that leads to mutually beneficial results
- Trend-watching skills to project leadership and proactive communication competency
- Creating messages that speak to listeners' hearts and minds
- Adapting messages to others' communication and learning style preferences

Interpersonal Influence—Up, Down and Across the Organization

- Shaping others' responses using direct and indirect messages
- Using assertiveness in ways that allow others to understand and support you

One-to-Many Presentations—Up, Down and Across the Organization

- Practicing various presentation formats to communicate a clear plan of action, motivate others, gain recognition or build a business case

Who Should Attend

All business professionals who want to build the communication skills that encourage dialogue throughout the organization and among different departments and levels.

Special Feature

AMA Blended Learning combines instructor-led training with online pre- and post-seminar assessments, tune-up courses and other resources to maximize your training goals. Through a blend of proven instructor-led seminars and powerful online technology, AMA Blended Learning provides a compelling and more comprehensive experience for the learner—producing a greater return-on-investment for the employer and the seminar participant.

Schedule

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

Credits

12 PDU /14 CPE /12 PDCs

1.2 CEU/12 PDU_L

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