

## COMMUNICATING UP, DOWN AND ACROSS THE ORGANIZATION

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

Seminar #2203

### Overview

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.

### Schedule

- [2] days
- [2] days - \$2,095 Non Members
- [2] days - \$1,895 AMA Members
- [2] days - \$1,623 GSA

### Credits

12 PDU /1.2 CEU

### Schedule

We have 17 scheduled sessions located nationwide starting between 6/11/2012 - 1/28/2013

Date	Location	Duration
Jun 11, 2012 - Jun 12, 2012	Chicago, IL	2 Days
Jun 18, 2012 - Jun 19, 2012	New York, NY	2 Days
Jul 12, 2012 - Jul 13, 2012	Chicago, IL	2 Days
Jul 19, 2012 - Jul 20, 2012	New York, NY	2 Days
Jul 30, 2012 - Jul 31, 2012	Atlanta, GA	2 Days
Aug 6, 2012 - Aug 7, 2012	Los Angeles, CA	2 Days
Aug 23, 2012 - Aug 24, 2012	New York, NY	2 Days
Sep 6, 2012 - Sep 7, 2012	Chicago, IL	2 Days
Sep 27, 2012 - Sep 28, 2012	Arlington/Washington DC, DC	2 Days
Oct 4, 2012 - Oct 5, 2012	San Francisco, CA	2 Days
Oct 15, 2012 - Oct 16, 2012	New York, NY	2 Days
Nov 15, 2012 - Nov 16, 2012	New York, NY	2 Days
Nov 29, 2012 - Nov 30, 2012	Chicago, IL	2 Days
Dec 3, 2012 - Dec 4, 2012	Atlanta, GA	2 Days
Dec 10, 2012 - Dec 11, 2012	New York, NY	2 Days
Jan 24, 2013 - Jan 25, 2013	Arlington/Washington DC, DC	2 Days
Jan 28, 2013 - Jan 29, 2013	Chicago, IL	2 Days

Registering more than 4 people, please call 1-877-566-9441.

### How You Will Benefit

- Gain recognition by showing managerial effectiveness, leadership and creativity
- 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.

#### **Ways to Register**

- [Register Online](#)
- Call 1-877-566-9441 for an AMA Training Consultant
- Email [customerservice@amanet.org](mailto:customerservice@amanet.org)
- Fax [AMA Text Registration Form](#)
- Mail [AMA Text Registration Form](#)