

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/2206](http://www.amanet.org/2206)

# How to Communicate with Diplomacy, Tact and Credibility

## Be a consistently professional communicator—even in difficult circumstances.

How well you communicate can make or break your professional image. It directly influences how others view your work and performance—as well as your prospects for career advancement and mobility. Unfortunately, being diplomatic, tactful and credible doesn't always come naturally to people. Even when it does, such communication can easily be derailed by emotions and conflicts. To be a communicator who is skilled in all three areas, it takes awareness, training and the know-how to apply proven techniques to all kinds of situations.

This seminar will teach you how to choose and use the most appropriate words and emotional tone for every business interaction. You will gain insights into your communication style and the styles of others, while building skills to clearly and effectively receive and transmit information, ideas, thoughts, feelings and needs.

## How You Will Benefit

- Apply diplomacy and tact to be a credible and effective communicator
- Manage the impact your communications have on your image
- Define and leverage your communication style
- Develop and demonstrate better listening skills
- Understand the importance of perceptions
- Explore communication style differences and learn to flex your own style
- Recognize the impact of stress on communications and be able to adjust for it
- Know what makes effective, powerful communication and develop the skills to model it

## What You Will Cover

### The Importance of Perception

- Understanding how perception and image can impact others' perception of you and your performance
- Recognizing how diplomacy, tact and credibility are demonstrated through good communication

### Communication Style Differences

- Knowing how style impacts the image others have of you

- Flexing your style to communicate with more diplomacy, tact and credibility
- Completing the Insight Inventory® to better understand how style affects your communication effectiveness
- Flexing your style to gender, generation and position
- Recognizing how stress impacts how you use your style traits

### **Effective and Powerful Communication**

- Identifying and removing the roadblocks to effective communication
- Knowing how to positively impact the visual, verbal and vocal components of communication
- Describing the Know-Feel-Do Model of communicating
- Implementing strategies for powerful communications and practicing them
- Understanding nonverbal communication as a critical part of the communication process

### **Effective Listening Skills**

- Applying good listening skills in order to communicate with diplomacy, tact and credibility
- Identifying the barriers and obstacles to effective listening
- Using good listening skills to build and improve your image
- Knowing how ineffective listening can cost you and the organization

### **Diplomacy, Tact and Credibility**

- Defining the five actions that make for credible communication
- Applying diplomacy, tact and credibility skills to create more effective communication
- Identifying how “hot buttons” make people lose their diplomacy and tact—and credibility
- Being aware of your “hot buttons,” and preparing before you face these situations

## **Who Should Attend**

Business professionals who want the skills to communicate in a positive, professional manner no matter what the situation.

### **Schedule**

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

### **Credits**

12 PDU\_L/1.2 CEU /14 CPE

12 PDU /12 PDCs

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