

American Management Association's Communicating Up, Down, and Across the Organization

Learning Objectives

- Exhibit a Strong Sense of Self-Confidence with Your Peers, Direct Reports, and Manager
- Analyze Audience and Situation Appropriately
- Create Processes to Frame Your Message to Specific Audiences
- Apply Strategies to Influence and Motivate

LESSON ONE

Putting the Best You Forward

- Exhibit a Strong Sense of Confidence and External Image
- Create and Maintain Trust and Credibility with Others
- Apply Strategies to Build and Use Rapport and Identification with Colleagues

Targeting Your Message to the Situation

- Identify the Best Uses of Various Forms of Communication Technologies
- Choose the Most Appropriate Communication Channel to Be Effective in Various Work Situations
- Assess and Plan Effective Messaging in Teams and Groups When Up, Down, and Across Members Are Present

LESSON TWO

Analyzing Your Audience

- Explore the Needs of Your Audience
- Account for the Role That Generation and Gender Have in Organizational Communications
- Adjust Communication Style as Necessary to Account for Organizational Roles and Positions

Targeting Your Audience

- Assess and Speak to Others' Organizational Positions, Roles, and Responsibilities
- Analyze an Audience to Create Messages That Address Listeners' Specific Needs

LESSON THREE

Framing the Message

- Use Indirect Versus Direct Messaging
- Set a Clear Purpose or Result
- Adapt to the Audience and Situation

Motivating and Influencing Throughout the Organization

- Build Productivity By Applying Up, Down, and Across Motivational Communication Strategies

LESSON FOUR

Making Business Presentations

- Evaluate Various Motivational, Informational, and Influencing Presentation Formats
- Use Tools to Apply Influencing Strategies to Typical Workplace Situation
- Practice Making Business Presentations Such as Making a Business Case, Structuring a Pitch, and Providing a Project Update