

## **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 Audiences and Situations Appropriately
- Create Processes to Frame Your Message to Specific Audiences
- Apply Strategies to Influence and Motivate

### ***Putting the Best “You” Forward***

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

### ***Targeting Your Message to the Audience***

- Analyze an Audience to Create Messages That Address Listeners’ Specific Needs

### ***Targeting Your Message to the Situation***

- Create Multidimensional Messages That Speak to Both the Mind and the Heart of Listeners
- 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 All Present

### ***Framing the Message***

- Apply Message Framing Strategies to Create an Open and Responsive Communication Environment
- Assess Influencing Preferences and Situational Needs to Impact Personal Persuasive Ability
- Practice Skills for Delivering Messages That Promote Clear and Productive Communication

## ***Putting It All Together***

- Evaluate and Create Messages to Accomplish a Specific Goal
- Analyze and Refine a Message by Applying Best Practices for Communicating Up, Down, and Across the Organization

