

# Communicating Up, Down, and Across the Organization

## Learning Objectives

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- 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

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- 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

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

## Targeting Your Message to the Situation

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- Create Multi-Dimensional 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

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- 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

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- 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