

**American Management Association's  
How to Communicate with Diplomacy, Tact and Credibility**

***Learning Objectives***

- Manage the Impact to Your Image
- Define and Leverage Your Communication Style
- Utilize Effective Communication Skills
- Practice Becoming a Good Leader

***LESSON ONE***

***The Importance of Perceptions***

- Discuss How Perception and Image Can Impact Others' Perception of You and of Your Job Performance
- Explore How Diplomacy, Tact and Credibility Are Demonstrated Through Good Communication Skills

***LESSON TWO***

***Communication Style Differences***

- Explain How Style Impacts the Image Others Have of You
- Evaluate the Opportunities and Challenges of Your Style in Working with Others
- Flex Your Style to Communicate with More Diplomacy, Tact and Credibility

***Effective and Powerful Communication***

- Identify and Remove Roadblocks to Effective Communication

***LESSON THREE***

***Effective and Powerful Communication (cont'd)***

- Explain How to Positively Impact the Visual, Verbal, and Vocal Components of Communication
- Describe the Know-Feel-Do Model of Communicating
- Practice Good Communication Skills

***LESSON FOUR***  
***Effective Listening Skills***

- Identify the Barriers and Obstacles to Effective Listening
- Apply Good Listening Skills to Build and Improve Your “Image” and Your Ability to Communicate with Diplomacy, Tact, and Credibility