



COMMUNICATIONS

**Issue & Crisis
Management**

**Public
Diplomacy**

**Training &
Consultancy**

Personal Communication Training

Number of delegates per session:	12 maximum
Pre-requisite training required:	None
Instructional time required:	16 hours (2 days)
Resources provided by CB3:	1 x Instructor, laptop, props, exercise materials, handouts
Resources required by CB3:	Delegate details ¹ – name, role. 2 x rooms (one with laptop compatible projector and screen/large plasma screen). All delegates to bring charged mobile telephone
Example programme for session:	

Day 1

0900 – 1100	The 'Self' and the 'Other' ² KLPs ³ : Beliefs, Values, Attitudes, Psychographic indicators, Attitude Matrix, Personality traits, Audience analysis
1000 – 1300	Basic Behavioural Psychology KLPs: Total personal communication, Unconscious capacity, Modalities, Rapport, Schools of behavioural studies, NLP, MBTI, the Four Styles, Memory levels, Opinion leaders, Abilene Paradox, Boiled Frog
1300 – 1500	Communicative contexts KLPs: Inform/Describe, Instruct/Explain, Persuade/Convince, Entertain/Amuse, Conflict resolution, Assertiveness, Negotiated outcomes, Creative Collaboration, Elements of Persuasion
1500 – 1700	Effective Enquiry KLPs: Questioning techniques, Listening levels, Active/Facilitative listening

Day 2

0900 – 1100	Non-Verbal Communication KLPs: Primitive basis, Body language, Eye-accessing, Whole Body signifiers, Clusters, congruence & context, Mirroring, Positioning, Visual aids, Anchoring, Proxemics
1100 – 1300	Engaging Language KLPs: Sensory-rich language, Rhetoric, Numbers, Painting pictures, Tricolon, Reiteration, Metaphor, Analogy

Personal Communication Training (continued)

1300 – 1500 Contemporary communication methods

KLPs: Telephone rules, Defusing telephone rage, Mobile phone etiquette, Memo structure, E-mail structure, Netiquette, Digital media, Social networking, Blogging, Twitter

1500 – 1630 Effective meetings

KLPs: Key agenda items, Attendees, Location, Objectives, Timing, Chairmanship, Decision-making, Records

1630 – 1700 Course review and close

Notes:

1. Delegate details required 1 week prior to training session, to be provided in accordance with CB3 Training Requirement Questionnaire.
2. Practical exercises are conducted throughout the training.
3. KLP refers to Key Learning Point.