

# COMMUNICATION STRATEGIES

**Course Code:** GM203

**Department:** General Management

## Description

Communication Strategies is a workshop designed for professionals who are interested in dealing with people effectively. This workshop ensures that the key messages of the strategy are correctly communicated and raises awareness and understanding among the people working in an organization or institution; since communication is a crucial skill that needs to be instilled to overcome conflicts and find solutions in order to maintain a healthy atmosphere in the working environment.

## Objectives

Upon completion of this workshop, the participants will be able to:

- identify common communication problems
- develop questioning skills
- learn about the importance of non-verbal skills when dealing with people
- learn how to bring about a change in attitudes and behavior among key groups on a day-to-day basis.
- identify the reasons for the importance of active listening as a key strategy in effective communication.
- enhance the ability to handle difficult situations
- deal with situations assertively

## Outline

### *The Nature, Purpose, Scope of Communication Strategy*

- The purpose of communication.
- The nature of communication.
- The scope for instilling the skills of effective communication in professionals who are interested in dealing with people effectively

### *Building Self Awareness*

- Understanding innate fears as hindrances of communication and identifying them to overcome the fears to build a positive relationship.
- Explore ways to build a positive relationship including uplifting messages.
- Explore the different approaches to relationship building.
- Understand the theory of Johari Window in order to assess self-awareness in the participants.

### *Communication Strategies*

- Discuss barriers to communication through active participation by analyzing case studies and self-evaluation exercises which can be applied to everyday life.
- Discover and evaluate the strengths and weaknesses of the participants in their communication competencies through personal exercises and role-plays
- Understand the theory of Johari Window in order to learn the importance of giving

feedback with rich input and receiving them with grace and dignity.

- Understand the different types of communication (oral, written, and the use of body language in conveying the intended message)
- Importance of active and empathic listening.
- Ways to indicate listening
- How to confront difficult people and difficult situations assertively and bring resolutions
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*Mode of Delivery:*

- Through presentation, group discussion, role plays and self-assessing exercise

## **Duration**

2 days/3 hours a day

## **Course Administrator**

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