



STRATEGIC COMMUNICATIONS for Technical Professionals

Enhances the way ***technical professionals*** communicate complex content and data to technical and non-technical audiences to drive specific business results.

Strategic Communications for Technical Professionals provides individuals with The Complete Approach® methodology when preparing, delivering and sustaining their technical communications.

PROGRAM GOAL AND OBJECTIVES

Technical professionals will be well organized, clear, concise, audience-focused and authentic when communicating technical information. Specifically, each participant will be able to:

- Understand the intuitive communication process that helps audiences understand and accept technical information
- Assess and address audience needs and interests to ensure audience-focused messages
- Incorporate audience-first thinking when organizing and preparing technical presentations
- Develop and incorporate visual support to maximize impact of technical content
- Understand and choose the most effective communication channels for building audience support and willing participation
- Incorporate guidelines and protocols to increase the effectiveness of their e-mail, face-to-face and telephone communications
- Develop a Personal Communication Standard that supports audience-focused, consistent and authentic communications
- Understand the role one's vocal and visual behaviors play when communicating technical information
- Create and use questions to stimulate interaction and receive feedback
- Learn and apply specific techniques in order to maintain control while handling difficult or challenging interactions

PROGRAM PRE-WORK

Participants should bring to the program examples of current, real-life technical information they plan on communicating after the program. The program will be used to help the participant prepare a plan for communicating and interacting with the audience, practice the actual communication and receive individual feedback and coaching.

PROGRAM LOGISTICS

- Two-day program for a maximum of 12 participants
- Interactive discussions and individual and group exercises to apply the principles and tools learned to real-life technical communication situations
- Video feedback and private, one-on-one coaching
- Continuous post-program telephone and e-mail support for all participants