# Communicating for Impact Training

Duration: **3 Day**

BILGINÇ IT Academy
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Outstanding communication goes beyond simply exchanging information. It enables stronger collaboration, builds trust, and helps teams stay aligned in dynamic and demanding environments.

**Communicating for Impact** is a three-day practical learning experience designed to help professionals communicate with greater clarity, confidence, and influence. Throughout the programme, participants develop practical skills in message prioritisation, storytelling, active listening, questioning, constructive feedback, and trust-building.

Using realistic workplace scenarios and interactive exercises, learners gain techniques they can immediately apply to everyday communication as well as challenging conversations. By the end of the programme, every participant leaves with a personalised communication action plan and a toolkit for lasting impact.

## Prerequisites

There are no formal entry requirements for this programme.

Participants who are open to sharing experiences and engaging in practical exercises will gain the greatest benefit.

## Who Should Attend

Professionals who collaborate across teams, departments, or organisational levels and want to improve clarity, strengthen relationships, and communicate more effectively in fast-moving business environments.

## What You Will Learn

After completing this programme, participants will be able to:

- Prioritise key messages in information-rich environments.
- Identify assumptions and biases that reduce communication effectiveness.
- Choose the most appropriate communication channel for different situations.
- Structure messages using storytelling techniques that encourage action.
- Understand their communication style under pressure and adapt it effectively.
- Improve collaboration across teams and functional boundaries.
- Resolve misunderstandings while rebuilding trust and confidence.
- Demonstrate active listening and use purposeful questioning techniques.
- Deliver and receive constructive feedback that supports growth.
- Prepare for and manage challenging conversations with confidence.
- Apply communication techniques in practical workplace scenarios.
- Develop a personal action plan to strengthen long-term communication effectiveness.

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## Training Outline

### Module 1 – Focusing on What Matters

- Prioritising essential messages
- Creating clarity in busy environments

### Module 2 – Challenging Assumptions

- Recognising unconscious biases
- Confirming understanding before misunderstandings develop

### Module 3 – Selecting the Right Communication Method

- Matching channels to audience and purpose
- Avoiding common communication mistakes

### Module 4 – Communicating Through Stories

- Applying the Know–Matter–Act framework
- Making messages memorable and persuasive

### Module 5 – Adapting Your Communication Style

- Understanding personal communication preferences
- Adjusting style for different audiences

### Module 6 – Building Cross-Functional Collaboration

- Strengthening communication across teams
- Improving alignment and cooperation

### Module 7 – Restoring Trust

- Recovering from communication breakdowns
- Using empathy and clarity to rebuild relationships

### Module 8 – Listening with Purpose

- Practising active listening
- Asking meaningful questions to improve understanding

### Module 9 – Constructive Feedback

- Delivering feedback that encourages improvement
- Receiving feedback with openness and confidence

### Module 10 – Managing Difficult Conversations

- Preparing for challenging discussions
- Communicating calmly and effectively under pressure

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### Module 11 – Communication in Practice

- Workplace simulations
- Practical exercises and peer feedback

### Module 12 – Sustaining Communication Excellence

- Creating a personal communication action plan
- Embedding new habits for long-term success