



## Mastering Communications™

### How Boomers, Gen-X and Gen-Y Can Shift Communication Styles for a More Collaborative Workforce

(One-Day Workshop)

Good communication is simply good business. The key to successful communication involves the ability to understand and be understood.

**Mastering Communications™** teaches you how to recognize communication patterns, appeal to other preferences and bridge the communication gap between Baby Boomers, Gen-X and Gen-Y.

You will learn how to apply these skills to get results. To be more persuasive. To manage effectively. To prevent misunderstandings. To increase productivity.

#### WORKSHOP MATERIALS

Roger HB Davies' book *Mastering Communications - 10 secrets to fast, clear, persuasive communications*. Participants also receive a workbook during the session filled with skill-building exercises, and summaries of the session discussions on direct job application.

See [www.mdctraining.ca](http://www.mdctraining.ca) for training dates, location and registration fees. Also available in-company for groups.

**Mastering Communications™** concepts are based on research McLuhan & Davies conducted over the last 15 years.

We developed the workshop to help participants truly understand the communication process.

Our research shows that when we communicate we do so in three distinct patterns. Boomers, Gen-X and Gen-Y have clear preferences for particular patterns. Recognizing these patterns and using them consciously allows you to reach your audience and get the results you want.

**Mastering Communications™** also provides new ways to improve your listening skills, by showing you what to listen for when people communicate in any of these patterns. That way you can shift to the right "wavelength" and respond more effectively.

#### CORE PROGRAM

This interactive workshop includes theory, application and feedback to guide participants to meet the following goals:

- Speed up the exchange of ideas and information
- Understand and purposely use three distinct communication patterns: Analytical, Visual, Interactive
- Communicate in ways that include everyone in the process
- Manage more effectively
- Improve customer relations and the selling process by applying the **Mastering Communications™** theory
- Sharpen listening skills
- Improve job performance

#### **Mastering Communications™ Self Assessment**

- Calculating your communication pattern to consider how to make the most of your preferences and strengthen your least preferred patterns

#### **Mastering Communications™ Communication Patterns**

- Looking at three distinct communication patterns and how the key traits of each pattern help us to develop our "best communication game"
- Examining the characteristics and profiles of each pattern to know how to use all three effectively
- Quickly identify preferences so you appreciate your audience and respect their communication needs
- Considering skill-sets for each pattern to know how to reach your audience using all communication media
- Identifying the specific communication preferences of Boomers, Gen-X and Gen-Y

*"Of all the workshops I've ever attended, **Mastering Communications™** was far and away the most intuitive and useful, both professionally and in my daily life."*

*"It takes the writer's credo (know your reader) to an even higher level. It helps you discover individual learning patterns, preferences and nuance in order to get your message across clearly and quickly, no matter the audience. This is a skill no one can afford to be without, especially in a hectic world where people don't have time to figure out what you really meant to say or write."*

**KimMurray,**  
Writer/Editor