

The science and art of communicating effectively

Purpose	Built around a case study, this engaging and entertaining workshop will combine the art of communication with the science of stakeholder management to help participants learn how to craft an effective communication strategy to support the successful delivery of their projects and programs, with a particular emphasis on the subtle art of 'managing upwards'.
Duration	One Day
Intended audience	This workshop is designed for project managers, team leaders and general managers.
Learning outcomes	<p>Crafting advice to senior management to achieve effective outcomes from the communication is as much an art as a science. Communicating for effect requires a clear understanding of the objective of the communication and the skills to create messages that are focused:</p> <ul style="list-style-type: none"> - On the right people - At the right time and carry - The right information in the right format. <p>This workshop will provide participants with a framework to:</p> <ul style="list-style-type: none"> - Identify and prioritise stakeholders using the Stakeholder Circle® methodology - Understand the stakeholder's 'stake' in the project and 'mutuality' - Design effective communications, particularly for senior managers - Understand the importance of business and social networks for conveying messages - Develop techniques for reaching 'hard to reach' stakeholders - Develop an understanding of your personality and how this impacts your ability to communicate effectively - Develop techniques for communicating for effect in difficult circumstances - Structure and implement an effective communication plan, and finally - Monitor the effectiveness of their communications.

Learning environment	Face to face presentation with supporting exercises during the course.
Special requirements	Nil
Provider	Mosaic Project Services Pty Ltd (Mosaic is a PMI approved R.E.P.) - Dr. Lynda Bourne PMP.
Course materials	All workshop attendees will be provided with a course workbook and references to an extensive library of papers to assist project managers to develop their skills, and appreciate the direct linkage between 'good stakeholder management' and the successful delivery of any project or program. All attendees will be entitled to a 30% discount on the purchase of Dr. Lynda Bourne's book, Stakeholder Relationship Management: A Maturity Model for Organisational Implementation . For details see: http://www.mosaicprojects.com.au/Book_Sales.html
Venue	Hotel Charsfield http://www.charsfield.com/ 478 St Kilda Road Melbourne 9:00am to 5:00pm
PDU information	PDU Hours: 7
Additional information	Contact Mosaic Project Services Pty Ltd Telephone: (03) 9696 8684 Email: training@mosaicprojects.com.au