



## LINKS™

Adapt your communication style to connect with and engage any audience

The key to successful communication involves the ability to understand and be understood. **LINKS™** teaches you how to recognize communication patterns, appeal to others' preferences and bridge the communication gap between analytical, interactive and visual communication styles.

## PROGRAM AND LEARNING OUTCOMES

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 course theory

### Self Assessment

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

### Communication Patterns

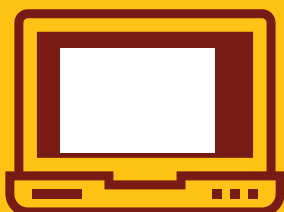
- Identify the specific communication preferences of Analytical, Visual and Interactive styles
- Adjust your style to align to others in a world where communication is complex and constantly shifting
- Learn how to bridge the communication gap between baby boomers, Gen-X and millennials
- Examine the 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
- Know how to reach your audience using all communication mediums

"LINKS™ was a great day spent. The ability to adjust my communication patterns to improve the quality of information I am conveying is a skill that will pay dividends for years to come. Thank you for the wonderful learning opportunity."

Robert Stover  
Sr. Product Manager  
Talent Development, CIBC

### EXTRA RESOURCES

- Roger HB Davies' best-selling book **Mastering Communications** – 10 strategies to fast, clear, persuasive communications
- Comprehensive participant manual



### LINKS™ ONLINE

Fun, fresh and interactive, our e-learning option will help you:

- Understand your own communication style
- Identify and adapt to preferences of others
- Use 10 strategies for fast, clear, persuasive communication

### FORMAT

6 highly interactive online modules that can be completed back-to-back or spread out over several weeks.