



**MANAGING  
COMMUNICATION**

*No one is ever taught how to manage people and get the best out of yourself as well as your staff and still achieve or exceed your targets!*

*This workshop looks at how to manage, get results and still have a happy team. The workshop includes the following:*

**Do you address both the Internal and External Client?** - It all starts with the understanding of the Internal and External Client. This understanding is one between the two most important customers you will ever have, the staff of your company and the client who is purchasing your product/service.

**Embracing Diversity** - Every culture and race have their own respective cultures and these cultures need to be respected by both managers and colleagues, how do you ensure that you achieve this in your space?

**Are you Managing or Coaching?** - The lines often tend to blur when you talk about Managing and coaching. This course clearly defines the management roles and the coaching role. They are completely different and to achieve success it is imperative that every manager understands each role.

**Directive vs. Consultative leadership** - Which way do you manage and is it the best way to get the most out of your staff?

**Balcony Thinking** – This is one of the most interesting and effective concepts once understood. Do you watch from the balcony or actively participate on the dance floor? Is it the right approach?

**The Basic Principles of Leadership** – Get the basics right! Are you handling the issue or the person? What is the integrity of the team with you as a manager? Do you lead by example and think beyond the moment?

**The different types of Managing** – Observation, support and modeling and how to make them work for you and your team.

*To ensure clear understanding of all the concepts and elements the group then breaks up into small groups with a flip chart and completes an exercise using all the concepts outlined in the course to ensure complete clarity and understanding*

**FOR SALES MANAGERS ONLY**

**The Triangle of Success** – Sales process, product knowledge and customer knowledge.

**THE ART OF  
COMMUNICATION**