



Strategy, Leadership and Performance Coaching

Helping you and your staff to become great communicators and leaders in the field through expert coaching to improve group and personal performance levels. Affinity delivers high quality coaching and training based on 25 years of first-hand knowledge and the understanding of what it takes to lead and communicate to the best of your abilities.

Book a place or find out more:
please call **07963 702 355**
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www.affinity-change.co.uk

Learn to communicate effectively

for all Business Leaders, HR Personnel and Managers

Specifically designed to raise your communication skills to new heights
and make you a better communicator. Learn how to:

- Tune into your staff
- Understand how to guide and influence
 - Motivate and empower your staff
- Increase the effectiveness of your communication



Learn to communicate effectively

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Very often people are unaware of the assumptions they make with the language they use and are unaware of how this makes other people feel. Improving how you communicate can make people feel more at ease, happier, motivated and more productive. All these benefits improve the smooth running of a company, making people feel more valued and committed to their workplace and their colleagues.

Let me teach you how to become an effective communicator; experience how these new skills will improve both your own personal effectiveness and enhance your staff's motivation, productivity and performance.

Day One

Presuppositions of great leadership

- Useful beliefs for leaders

Understanding language, communication and behaviour

- How we communicate using our senses

Importance of rapport

- How to build instant rapport

Unpacking people's language

- How we delete, distort and generalise when communicating

Asking powerful questions

- 4 magic questions that really deliver results

Control your emotions

- Access the right state of mind for every situation

Day Two

How we program our thoughts

- Submodalities: the difference that makes the real difference!

Motivating people through language

- Understand the language styles that get results

The ability to reframe

- Creating new meanings for problems and objections

Power language

- Words that have powerful effects

The importance of metaphor

- Delivering messages direct to the unconscious mind

The language of influence

- Maintain rapport and influence by using intelligent language patterns