

IDEAS FOR A COMMUNICATIONS SKILLS WORKSHOP
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This workshop was designed to assist student leaders with positive communication with all stakeholders. The workshop consisted of basic information of who should be considered as a stakeholder, what each of the stakeholder's roles are, and how to communicate with those stakeholders to attain the goals and/or objectives you have set for yourself. The workshop consisted of interactions with the participants where roles were assigned and mock scenarios were given. Challenges were to have them utilize their current leadership roles, newly attained role assignments within the power quadrant for a desired outcome. Communication is not just interpersonal, it is also on a multi-faceted platform in the digital age. In the format of communication and sales, we are challenged in knowing our product, marketing it to a diverse and vast audience. This is where the power quadrant comes into play. (see insert below) By understanding your objective you can set attainable goals based on where your stakeholders fit into the power quadrant. In essence we can predetermine the outcomes of difficult tasks by knowing where the leader and the stakeholders fit into the quadrants, thus allowing you to choose the best mode of communication for personal success! Communication is the key to all successful relationships. You as the advisor, are automatically in the role of building long term relationships with not only people who directly affect you, and your program but also who assist you in the building of that program as well as future programming. In short, Communications+Psychology of sales=Successful programs and Positive long term relationships.

Some resources I used in my presentation are below:

<http://www.youtube.com/watch?v=Ylwa1oKV3Mc>
http://www.youtube.com/watch?v=HSj0Ce_A3w4

- ⦿ Key communication skills
 - ⦿ OBSERVATION SKILLS
 - ⦿ LISTENING SKILLS
 - ⦿ ORGANIZATION
 - ⦿ PERSUASION
 - ⦿ BODY LANGUAGE
 - ⦿ RELATIONSHIP BUILDING
 - ⦿ INTERPERSONAL SKILLS