

# EXPLORING COMMUNICATION STYLE PREFERENCES

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## HIGHLIGHTS:

- HALF-DAY, ONLINE WORKSHOP
- FREE QUESTIONNAIRE TO HELP YOU TO IDENTIFY YOUR OWN PREFERENCES
- TIPS AND VIDEOS TO HELP YOU IDENTIFY THE PREFERENCES OF OTHERS, WHICH YOU CAN ALSO REFER TO AFTER THE WORKSHOP

## Summary:

This half day, online workshop will help you to better influence your stakeholders, through understanding how they best respond to communications. Everyone has a preferred communication style, and this workshop will help you to understand your own preferences, recognise that of your stakeholders and adapt your own approach accordingly. We help you to do this by looking at your key 'drivers' based on transactional analysis.

This workshop is for anyone who needs to influence, build rapport and more trusting relationships with their stakeholders.

## Workshop details:

The workshop is run online, over a highly interactive half-day session on either Teams or Zoom, with highly qualified and engaging facilitators. We also provide a technical host to ensure the technology runs smoothly.

**DATE: 21 NOVEMBER 2023, 0930-1300**

All timings are BST. Participants from all time zones are welcome.

## This workshop will enable you to:

- Identify your own preferred communication style based on your 'driver' and the impact that it has on those you work with.
- Recognise the preferred communication style of others.
- Adapt your own style to better suit your stakeholders' preferred styles.
- Communicate effectively with an individual or group of people when you don't know what their preferences are, or if they have mixed preferences.
- Handle those stakeholders you may perceive as being 'difficult' or who have different preferences to yourself.
- Identify the link between communication style and organisational culture.
- Start to resolve some 'trickier' relationships and situations with your colleagues, managers or stakeholders.

The price of this workshop is £199 plus VAT per person. Discounts are available for multiple bookings.

To book your place, please email [Karen.Morrison@develop-global.com](mailto:Karen.Morrison@develop-global.com) or for more information, please call Shirley Dalziel on +44 (0)7740 737739.

# USING DATA TO TELL A STORY

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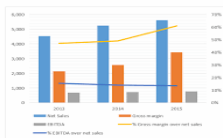
## HIGHLIGHTS:

- ONLINE WORKSHOP
- INCLUDES VIDEOS FOR YOU TO VIEW AFTER THE WORKSHOP
- PROVIDES YOU WITH A TOOLKIT TO HELP YOU PREPARE FOR FUTURE DATA STORIES

## Summary:

Today, data has become one of the most valuable business assets. Where we are able to turn this data into insights and insights into knowledge and understanding through the use of storytelling, we can influence others to take action and drive change.

This workshop is for anyone who wants to inspire change and influence their stakeholders, through the use of data and storytelling. For example, it will be particularly useful to Business Partners or other professionals within Corporate Services, such as Finance, HR, Procurement, or those in Sales or Project Management, amongst others.



## Workshop Objectives:

This workshop will enable you to:

- Understand why we link data with stories and visuals.
- Recognise how to tailor your story and presentation to your stakeholders.
- Know the different ways you can use data in a story.
- Link data to the story arc to increase buy-in to what you are proposing.
- Create a storyboard for your story.
- Learn tips and techniques to maximise the impact of your data story.

## Workshop details:

The workshop is run online, over two highly interactive half-day sessions on Zoom, with highly qualified and engaging facilitators. We also provide a technical host to ensure the technology runs smoothly.

**PART 1: 28 NOVEMBER 2023, 0930-1300**  
**PART 2: 29 NOVEMBER 2023, 0930-1300**

All timings are BST. Participants from all time zones are welcome.

The price of this workshop is £350 plus VAT per person (402 Euros). Discounts are available for multiple bookings.

To book your place, please email [Karen.Morrison@develop-global.com](mailto:Karen.Morrison@develop-global.com) or for further information, please call Shirley Dalziel on +44(0)7740 737739