



The Power of Effective Communication

Connection is the Key to Communication

Straight Talk is character-based communication training for leaders, customer service, sales, support personnel, those on the front lines... anyone who wants their message to be received, not just heard.

The Communication Gap

1. Information is not communication

People are overloaded. Much of what gets said or sent gets filtered out. Information alone isn't enough when it comes to effective communication.

2. Connection multiplies communication – and builds trust

Leaders and team members who connect build trust and increase influence. Those who communicate without connection fail to build the trust and influence needed for their communication to be effective.

3. Who you are determines how you connect

Character is what determines our ability to connect. The ability to connect is what determines how (or if) our message is received.

Straight Talk: The Power of Effective Communication teaches character-based principles for connecting first, then communicating with influence. A culture of connection has a head start. Communication is more than the message. It is how the message is shared and how it is received — and that is determined by the character of the people on both sides. Develop the ability to connect, and you will multiply your ability to communicate.

Key Attendee Take-Aways

- Why connection leverages communication
- How to connect first, so the message is received
- How to build trust and influence through communication
- How to remember names and treat people like they matter
- Skills for difficult dialogue and hard conversation situations

Built For:

✓ Supervisors, project managers, superintendents, customer service, sales, foremen, team leads, managers...anyone at any level who needs to improve their communication skills

✓ Manufacturing, construction, trades, logistics, operations, public works, government

✓ Companies needing more trust and better communication organization wide

Not Built For:

✗ Someone looking for corporate presentation skills

✗ Leaders who won't listen

✗ Companies looking for a "check-the-box" program

Ideal For: Leaders • Supervisors • Sales Teams • Customer Service Teams • Anyone Who Needs to Communicate More Effectively

Format Options: Keynote • Half-Day or Full-Day Workshop • Multi-Session Series • Online Video Training Course

Schedule a call with us at BlueCollarLeadership.com • Call us: 334-332-3526

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