

Communication Effectiveness for Technical Professionals

Patricia Seabright



Patricia is an expert on selling influencing, presenting and communication. She has run her own consulting and training business for 8 years. During that time she has developed and honed programmes in the areas of sales, communication, strategic influencing, and presentation skills. She has worked with clients ranging from Global corporations to new start ups.

Her expertise is founded on a successful career in sales management with Coca-Cola and Procter and Gamble in the UK and extensive training work with software and high-tech businesses.

Her style is highly inter-active and challenging and places a great emphasis on practical applications of programme concepts.

Programme Outline

Being effective as a technical professional relies on technical competence and the ability to solve problems however full effectiveness at work is also about an inter-personal interaction with other human beings. Technical competence and good processes are necessary but not enough. Without the ability to interact well with others, technical individuals can find it hard to be fully effective. Technical training teaches people to be logical but effective communication needs more than logic.

This programme will allow experienced technical people to sharpen and deepen their skills in this critically important area that perhaps has not been part of their core training and education

Programme Topics

- **Why is communication so challenging?**
 - differences and similarities between key technical skills and communication skills
- **Understanding communication styles (your and others)**
 - What are typical default styles of people from different functions of the business?
- **Adjusting your style, flexible and situational communication**
- **Building rapport to get things done**
- **Managing expectations**
- **Reading non –verbal communication**
- **Pro's/ con's of different communication media (phone / email etc)**
- **Handling challenging conversations**