



Communication Skills

Delegate Comments

Challenge

One of Europe's top ten pharmaceutical companies asked us to develop a course which demonstrated how using different communication styles, depending on the team member being addressed, can achieve a more positive response.

Solution

Every person is different. We are all unique in some way or another, but there are particular things about us that allow us to be 'labelled' or put into a personality type. When we understand these different personality types it is easier to see how one of our colleagues 'ticks' and in turn identify the best way of working and communicating with them. Inspire Change delivered a fast-paced one day workshop designed to help delegates spot different personality types, identify their own types and adapt their style of communication accordingly. We've also incorporated 'non-verbal communication' to help delegates see the reaction of others to a current communication style. Taking delegates through this workshop enables swift & effective communication between team members and colleagues and quickly dissolves the 'us and them' barriers which so often exist between management and clinical staff.

Results

Most of the delegates had not considered that they had a particular personality type. The whole group quickly understood that when you know the types of others who you work alongside, you quickly grasp why they might approach a task and communicate what needs to be done in a style that may be different to their own, or possibly in a style with which they are uncomfortable. On our feedback forms we asked the delegates to tell us what we should leave out...the response was a resounding "Nothing!"

Here are some of the comments from delegates who have attended this workshop:

"Fun, different...a real eye opener"

"Useful tips for better communication"

"Interesting hypotheses about personalities, but not exhaustive"

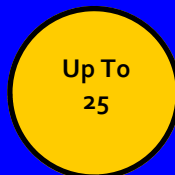
"Excellent way of learning about yourself"

"Insightful, very useful"

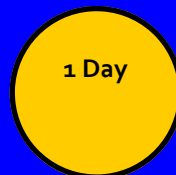
"Gets you thinking about communication"

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Numbers



Time



Training Style

