



BUYOLO
BUSINESS | ADVISORY | SERVICES

Interpersonal Communication

Client

Cape Craft Design Institute

Objectives

This training programme helps delegates to master one of the most critical capabilities demanded in today's tough business environment. They will learn to strengthen their interpersonal communication, present with confidence, to communicate more effectively and to enhance their personal impact.

Tactics employed

- Demonstrating the benefits of studying communication
- Exploring the communication process
- Looking at cultural differences in approaches to communication
- Highlighting the power of words
- Explaining the nature of proxemics, chronemics and haptics
- Managing perceptions
- Explaining reasons to exhibit at trade show displays

Outcomes

By the end of the workshop, delegates had:

- better insight into communication processes and methods
- better insight into cultural differences (e.g. when exhibiting in trade shows)
- better insight into the power of words

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