

## **American Management Association's Developing Effective Business Conversation Skills**

### ***Learning Objectives***

- Create Messages That Are Organized and Coherent
- Design Messages That Get to the Point By Mastering Conversational Discipline
- Steer and Control the Direction of Conversations to Manage and Effectively Use Time and Resources
- Perform Workplace Conversations (Teaching/Training, Setting Direction, Coaching, Reviewing Performance, Etc.) to Become More Productive
- Listen for Information and Create Conversational Bridges to Better Engage Others in Creative Problem-Solving Discussions and Meetings
- Create Complete Messages That Cover Critical Information in Order to Influence and Build Trust
- Establish Rapport to Build Stronger Workplace Relationships and Open Communication

### ***Focused Conversation Skills***

- Compose a Focused and Results-Oriented Conversation Goal
- Achieve Clarity By Organizing Your Ideas and Remaining Focused
- Apply Strategies to Redirect Conversations That Have Gone Off-Track or Exit Conversations That Are Dragging On
- Evaluate and Hone What You Include in Your Conversations from the Perspective of the Listener
- Synthesize Conversational Planning and Organizing Skills to Create Complete Messages That Cover All the Critical Information
- Calibrate Conversational Language to Avoid Becoming Too Specific or Too Abstract
- Integrate the Elements of Confidence, Competence, and Knowledge into Conversational Communication Behaviors

### ***Engaging Others in Conversation***

- Build Rapport and Establish Open Communication in Conversations
- Apply Listening Strategies to Gain Information and Create Conversational Bridges
- Create and Respond to Questions as a Way to Promote Effective Conversations
- Consider Possible Implications of Gender and Culture on the Dynamics of a Conversation

### ***Conversational Style Preferences and Flexing Strategies***

- Identify and Use Insights into Communication Styles to Flex Your Personal Style and Adapt to Others' Preferences
- Define the Appropriate Role for Humor in Various Conversation Contexts
- Choose Appropriate Verbal and Nonverbal Language to Create Consistent, Coherent and Targeted Messages
- Apply Strategies to Avoid Showing or Creating Defensiveness in Conversations

### ***Workplace Conversations***

- Define How to Successfully Approach Various Types of Conversations
- Synthesize New Conversation Tools and Strategies to Plan and Demonstrate a Specific Conversation Type

### ***Setting Your Plan to Implement New Business Conversation Skills***

- Define an Ongoing Business Conversation Skill Development Plan