

Announces ...

Productive Business Dialogue

Communication That Drives Results

WEBINAR - JULY 15 & 22, 2010 AT 10:00 AM TO 11:30 AM EST

Have you ever been in a conversation that stalled when people could not move beyond defending their own opinions? Have you ever left a meeting with the unspoken thought, "this will never work?" Modern organizations do their work primarily through conversations and relationships. The quality of our interactions, therefore, has a direct impact on business results. Based on the research and writings of Chris Argyris, Peter Senge, and other experts in the field of business communications, *Productive Business Dialogue* blended learning course helps managers improve the effectiveness of their communication through the use of practical business dialogue.

Learning Objectives

- Understand the need to become curious about how we and others reach conclusions
- Understand the Ladder of Inference model and how it impacts our thinking
- Understand how to use the LOI model including how to distinguish between data and inference
- Distinguish between high- and low-quality advocacy and inquiry

Program Structure

Productive Business Dialogue is an online program packaged in a two 90- minute webinar sessions that takes managers through expert content in a fast-paced, interactive format. Realistic practice scenarios and interactive tools are shared in a way that enables time-pressed managers to grasp key concepts quickly and retain them permanently. All program exercises are short and modular, so that no portion takes more than 30-40 minutes to work through. And, the entire program requires only 2-4 hours.

Program Tools Include:

- **Distinguishing Between Fact and Inference:** Assess your ability to distinguish between real data and assumptions
- **Understanding the Ladder of Inference:** Assess your ability to recognize the different rungs of the Ladder of Inference, and then apply the Ladder to a work situation
- **Crafting High Quality Advocacy and Inquiry:** Assess your ability to craft conversations that maximize openness and minimize defensiveness
- **Resource Library:** *Harvard Business Review* and other articles can be read online and printed
- **Interactive Case:** Scenario-based learning
- **Certificate of Completion:** A co-branded HBSP/CHSB/KWC Certificate of Completion.

Contacts For More Detailed Information and Registration:

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Cost US\$195.00. Registration Closes on July 10, 2010

The Power of Ideas at Work®

The most effective managers are those who can capitalize on the best thinking of their top talent. By making conversations less abstract and more grounded in meaningful facts, managers can guide interactions towards productive and actionable outcomes—

**Register
Online
Here.....**