

# Effective Communication & Relationship Management

By Jessica Soo



## INTRODUCTION

In today's increasingly interconnected business environment, it is vital that employees be able to interact and work effectively with others in the workplace, with customers/clients and in particular, with their team / direct reports. Communication and Relationship Management (CRM) are essential skills in the workplace that enhance the effectiveness of an individual in an organisation. This programme will enhance the communication and influencing ability of the participant through understanding human behaviour and enable individuals at the various occupational levels to build rapport and relationships among colleagues, stakeholders and customers. It will impart skills on workplace communications, negotiation, conflict resolution and facilitating effective teamwork.

## LEARNING OBJECTIVES

On completing this program, participants will:

- Understanding behaviour types and its impact in interpersonal and team communication
- Learn how to appreciate the differences in a team and leverage off these differences to work better as a team
- Understand the Do's and Don'ts of effective team communication
- Acquire effective communication skills
- Build rapport and relationships among colleagues, stakeholders and customers
- Manage relationships with both internal and external customers

## COURSE OUTLINE

### Understanding Teams

- Understanding diversity of team personalities
- The impact of personalities in team effectiveness and cohesiveness
- Avoiding conflicts by understanding personality differences
- What makes us different?
- The advantages of diversity in a team environment

### Effective Team Communication

- Promote effective communication in the workplace
- Facilitate effective communication at the workplace
- Communicate effectively at the workplace
- Facilitate effective teamwork
- Delegate work and support work teams
- Develop and implement conflict resolution strategies
- Assess conflict situation and develop conflict resolution strategies
- Resolve conflict in the workplace

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## Working with Internal Stakeholders

- Understanding the internal customer
- Moving from independence to interdependence
- Avoiding the silo mentality
- Investing in the emotional bank
- Building relationships with the internal customer

## Working with External Stakeholders

- Understanding the external customer
- Building customer loyalty through relationship building
- Building interest based relationships
- Investing in the emotional bank
- Building rapport and goodwill with the external customer

## METHODOLOGY

Highly participative and interactive consisting of discussions, action-learning games, case studies, practical work, critique sessions as well as team assignments

## ABOUT THE TRAINER – Mr Jessica Soo

Jessica Soo brings with her more than 15 years of experience in the retail industry. Her work experience spans areas such as staff development, improving the customer experience, recruitment and training and development.

A former in-house trainer with the Charles & Keith Group of companies, she has designed and effectively delivered dozens of fashion and customer-specific, retail centric training programs for both local and regional markets. Her learning and development work involved equipping the frontline sales staff, backend executives and managers in communicating more effectively with both internal and external customers as well as stakeholders.

She is a specialist trainer in the fields of Fashion Styling & Image Management programs that cover both professional and personal development skills, Customer Service Excellence, Train the Trainer (TTT) for retail and frontline staff and On-the-Job Training (OJT).

Jessica is committed to delivering excellence, empowering lives and motivating her learners to achieve their fullest potential. She facilitates by sharing from her work experience which triggers insightful “aha” moments for her learners and helps inspire them to greater excellence.

She possesses strong leadership skills and is a forward looking individual with outstanding communication and interpersonal skills, teamwork, project management skills, sourcing ability and the ability to navigate in a global environment.