



To **Lisa Keane**
From **Rex Gatto, Ph.D.**
Re **Communication Webinar**

1. Overview

Communication encompasses all aspects of internal and external functions of your firm. People who are successful owe it to their ability to clearly and appropriately, connect with the listener through communication. We will explore: communication styles, holding effective meetings, how to send an email and how to effectively get your point across to the listener.

2. Book

In preparation for the Webinar it is suggested that you read the following sections of the Smart Manager FAQ book by Rex Gatto:

Communication Webinar Outline

1. Communication

- The application, demonstration and expression of your knowledge through verbal and non-verbal expression

2.

Why People Do Not listen!

- Time, understanding, stress, business environment, people and different styles



3. Don't dump information
 - Shape information from general to specific
4. Present at the listeners' pace of understanding
5. Make a connection with each person with who you are speaking
6. Four Styles of Communication
 - Blunt
 - Sincere
 - Influencer
 - Detailed
7. Communication that Influences
 - Goals
 - Issues
 - Strategy
 - Phrasing
8. Communication in Action
 - Adapt your style
 - State the goal
 - Listen (paraphrase)
 - Ask
 - Focus on benefits
9. Meeting Agenda Format
 - Meetings are a great alternative to work
10. Email Format
11. Summary

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