

# Session Name: Maximize Your Impact: Tailoring Communication to Your Stakeholders

## Instructor Biography

*Jacqueline is a CPA(CMA) turned Learning & Development consultant, whose 20+ year career has spanned multiple industries, in Canada and abroad. Success in her accounting career came from the ability to form great relationships, and help people from all levels of the organization to understand the numbers and their impact. She often heard “you are not a typical accountant”, which sparked a desire to find out what differentiates truly effective finance and accounting professionals from the pack. It boiled down to one thing: communication. Her desire to focus more specifically in this realm - in particular, helping professionals and teams to develop the communication skills needed to reach beyond their technical expertise, and realize their full potential - is what led her to start her learning and development company, Everleap.*

## Seminar Description

We have all been taught the “Golden Rule”, to treat others how we would like to be treated, but in the world of business communication this can be a disaster! Just because you like to receive information in a specific way doesn't mean that your stakeholders do as well.

To be truly effective in the workplace, you need to consider the communication preferences of others. In this webinar we walk through a few simple adjustments that you can make to tailor your communication style to your stakeholders.

## Topics Covered

- Differences between communication styles, and their impact to information processing and decision making.
- A simple method to understand the communication style of others.
- Adjusting your delivery to ensure your message can be heard and understood.

## Learning Outcomes

- Understand that not everyone prefers to receive information in the same way.
- Recognise your own communication style and preferences, and how they differ from your stakeholders.
- Determine how to adjust your message for maximum impact.