

## Communication Skills for Generations

***It is often said that the most important aspect of communication is hearing and understanding what isn't said. Communication is a critical part of any business regardless of whether your messages are being given or received externally or internally. Successful communication will grow your business; lapses can lead to its breakdown.***

In order to effectively communicate with your colleagues, customers and suppliers you must understand the different generational communication styles. Your approach to each message you convey or receive must be altered to fit within each generational context.

By examining communication skills through the perspectives of the different generations, we are able to look at how the different generations communicate, how messages are received and internalised and what approaches will work within a business context to capitalise on these differences.

This focus unit looks at the service preferences unique to each generation:

- **how the different generations communicate**
- **how they receive and internalise information**
- **listening skills**
- **dealing with potential conflict or misunderstandings**
- **persuasive language**
- **effective communication tools**

Understanding these generational differences is critical to those who are willing to adapt their personal styles to perfect their communication across the board.

**Number of delegates:** Minimum 10, maximum 40