

Getting the message across

A workshop in effective communication



Jean-luc Doumont provides help with and runs training sessions on effective oral presentations, written documents, graphical displays, and related topics of scientific, technical, or business communication. He also trains instructors and facilitates any process in need of structuring. In hundreds of sessions, he has addressed audiences of all ages, backgrounds, and nationalities, in English, French, Dutch, and Spanish. He is an engineer from the University of Louvain and a doctor in applied physics from Stanford University.

EFFECTIVE COMMUNICATION IS ESSENTIAL TO SUCCESS in virtually any professional activity. Often, it requires much time and much effort—yet not nearly as much as it takes to correct the consequences of misunderstandings. Poor communication leads at best to substantial waste of time and at worst to severe damage for people and for companies.

Yet many documents, presentations, and graphs used within or outside a company are ineffective: typically, they include much information (the *what*), but few messages (the *so what*). They fail to convey what the information means to the audience or they state it too late, after audience members lose interest. And because the authors of these documents, presentations, and graphs seldom receive any feedback on their effectiveness, bad communication practices persist—and spread by imitation.

Getting the message across is our compact training trajectory in effective communication, designed specifically for managers and for those who communicate with them or report to them. It cuts across our longer and more specific training programs on effective documents, presentations, and graphs to uncover the few basic, universal principles that make communication effective, whether oral or written, whether verbal or nonverbal.

Getting the message across is a hands-on learning experience. Participants can expect to discuss actual examples of reports and presentation slides (selected from samples they submit), as a way to develop a directly relevant conceptual framework, and to apply these concepts on various real-life situations—with immediate feedback from the group and the instructor.

Content and duration are tailored to each target group—typically one to two days (residential or spread), for groups of 12 to 20 participants.

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