

COMMUNICATION PROGRAM

CONCEPT

In this program, participants develop two important personal skills – good, convincing rhetoric and strong negotiation.

WHO SHOULD TAKE PART

This program is perfect for executives, specialists and key players from all areas of business, who want to improve their own, personal conduct in special situations by training and feedback, and who want to improve their conversational skills.

COMMUNICATION, RHETORIC

A successful talk between two people is successful when it creates common understanding; when it creates esteem, respect and loyalty. To be successful when negotiating, for example, the tools you need are conversational skills that win people over, that convince them of your plans for the business. To develop this tool you'll need to:

- learn the rules of communication and how to apply them
- make others aware of your concerns
- win over employees, colleagues and the boss to your opinions

CONDUCTING IMPORTANT CONVERSATIONS

We have important one-on-one conversations all the time at work. How you conduct yourself here is important. Really good negotiating skills usually result in two winners, as two people have committed to a result that they can both accept.

TOPICS COVERED BY THE PROGRAM

The Rules of Conducting a Conversation

- What rules and effect mechanisms have to be considered, if you're going to use language as a central element of management?
- What skills does a person need to be convincing in a conversation?
- What instruments are available for avoiding an escalation and hardening of disagreements during a conversation? How can I employ a win-win oriented system when talking to someone one-on-one?
- Why are solution-oriented conversational skills better, when dealing with employees and colleagues, than those based on hierarchy and claims to power?

Situational Communication

Conversations and discussions at work are all very different. It's not the same type of situation when, during a qualification meeting, you exhort employees to change their conduct; or when getting your team on-board to meet ambitious business objectives; or when reassuring a customer who has a complaint. The rules governing how to conduct a conversation, therefore, need to be applied differently, depending on situation and goal.

Training to Develop Convincing Conversational Skills

Knowledge alone won't move you forward here. What you need is to practice using your new knowledge. In our program, you'll practice specific conversational situations that are of importance to you every day at work, situations that cause stress and can be a burden. You'll also practice conversational situations that you want to better master in the future.

Negotiation Techniques

In addition to all of the above, you will also learn negotiation techniques with the goal of representing – in the best possible manner – your own interests in a way that is friendly and earns the respect of the person you are talking with.

KEY DETAILS

No.	Date	Location
ZN 7310	Part 1: Feb 26 – 28, 2020	Berlin, D
	Part 2: Mar 30 – Apr 01, 2020	Berlin, D
ZN 7320	Part 1: Mar 23 – 25, 2020	St. Gallen, CH
	Part 2: Aug 26 – 28, 2020	Zurich, CH
ZN 7330	Part 1: Jun 15 – 17, 2020	Zurich, CH
	Part 2: Aug 26 – 28, 2020	Zurich, CH
ZN 7340	Part 1: Oct 19 – 21, 2020	Brunnen, CH
	Part 2: Nov 23 – 25, 2020	Berlin, D
Fees:	CHF 6,200.– / EUR 5,900.–* plus VAT	
Program length:	6 days	
Registration:	www.zsom.ch/zn73 or registration form on the back of the brochure	
*Invoicing in EUR possible (depending on current exchange rate)		

ADMINISTRATION, TRAVEL, ACCOMODATION

CONSULTATION

If you need advice, we're available for a personal meeting, by phone or email. Our advanced training portfolio consists of modules, which are optimally coordinated with each other. This creates an attractive, educational curriculum with a strong practical orientation, but it is also possible to develop an individual curriculum from them for the targeted development of a specific set of skills. For all administrative questions, or questions relating to the content of our programs, please contact:

Zürich School of Management

Untere Dorfstrasse 2

CH – 8700 Kuesnacht / Zurich, Switzerland

Phone: +41 (0)44 913 15 88 · Fax: + 41 (0)44 913 15 81

E-Mail: info@zsom.ch · www.zsom.ch

REGISTRATION & REGISTRATION CONFIRMATION

You can register for one of our programs by mail, fax or on the internet. After you register, you will receive the written confirmation including invoice and seminar location by regular mail. We will inform you immediately if the seminar is booked-out.

The fee listed in the bill covers the costs for the seminar or certificate program, but not the costs for room and board or the daily delegate rate (for the conference package). Value-added tax (VAT) will be calculated separately and shown separately on the bill. It is possible to have your bill calculated in euros. Every participant must pay – independent of his or her seminar fee and hotel – a daily flat-rate fee for the conference package. Our events are held at suitable seminar hotels or at our campus in Kuesnacht / Zurich. All additional costs for hotel amenities, that are separate from the daily flat-rate, must be paid by the participant directly to the hotel. The daily delegate rate corresponds to the usual international costs and is usually between CHF 80 and CHF 110 per day.

RESCHEDULING, POSTPONEMENT, CHANGES

Changing your registration from one event to another, or rescheduling a seminar class to the next one, is possible no later than 6 weeks before seminar begin at a fee of CHF 350/Euro 300. Up until two weeks prior to seminar begin, you can register a replacement participant at this same rescheduling fee, as long as he or she meets the participant description. There is no compensation required for seminars or parts of seminars not visited. Any seminar can be cancelled by us at any time due to a lack of participants without any claim of damages.

IN-COMPANY WORKSHOPS

After we receive your order for a seminar from our workshop series, we will contact you to arrange a date based on availability that is acceptable to all those involved. Workshops are held at our Executive Campus, 8700 Kuesnacht. In addition to the seminar fee, we charge a daily flat-rate fee of CHF 85 per person. This includes lunch. If you wish, we can hold the event at a location of your choice. In this case, we charge for travel and accommodation costs of our staff.

CANCELLING YOUR REGISTRATION

Cancellation of your registration is possible no later than 3 months before the start of the seminar at no cost, concerning the seminar fee itself. Concerning cancellation fees for your hotel, this depends on the hotel and when you booked your room. For registered participants who cancel between 3 months and 6 weeks prior to seminar begin, we charge a cancellation fee of 40% of the seminar fee. Registered participants who cancel later than 6 weeks before seminar begin must pay the entire seminar fee. However, they have the opportunity to send a replacement as late as 10 working days prior to seminar begin.

INSURANCE, GENERAL TERMS & CONDITIONS

Damages incurred due to accident, disease, third-party liability, theft, cancellation of a seminar or damages from using the management knowledge taught, must be insured and covered exclusively by the participant, or the organization or company who contracted the seminar. All liability from our side that exceeds the amount of the paid seminar fee is explicitly excluded. Swiss law applies and the court of jurisdiction is Zurich. All past information concerning content, dates and prices lose their validity upon publication of this new brochure.

REGISTRATION FORM INTERNET: WWW.ZSOM.CH

Send to:Zürich School of Management
Untere Dorfstrasse 2, CH-8700 Küsnacht / Zurich**E-Mail:**
info@zsom.ch**Fax:**
+41 (0)44 913 15 81

I wish to participate in the following program:

Name of Program

Number

Program Dates

Personal Data Ms. Mr.

Title

Last Name

First Name

Company/Organization

Street, P.O. Box

Postal Code

City

Country

E-Mail

Telephone

Fax

Position

Industry (opt.)

Number of Employees (opt.)

 under 200 up to 1000 over 1000**Signature** _____**Date** _____

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