

Communicating effectively with clients

A half-day course for construction team members to develop their knowledge and skills in communicating effectively with clients

Aim and Target Audience

The aim of the course is to provide delegates with an understanding of the principles and practice of communicating positively and effectively with clients. This includes understanding our clients and how to communicate bad news in a positive manner.

Objectives

At the end of the course delegates will:

1. understand the client and their issues
2. know themselves and their communication strengths and weaknesses
3. be able to plan and deliver positive client communication
4. Know how to continuously improve client communication.

Programme

09.00 Introduction to the course and delegates

09.20 **Understanding and managing clients**, including client: responsibilities and concerns; personality; knowledge and understanding

09.50 **Knowing your behaviour and its impact on client communication**, including: self-awareness and the awareness of others; emotional intelligence; and handling conflict

10.30 **Break**

10.45 **Planning effective client communication**, including: getting the facts; identifying the desired communication outcomes; planning the steps to achieve the desired outcomes; anticipating reactions; to talk or write; timing; planning the message delivery

11.20 **Delivering effective client communication**, including: approach to delivery; delivering bad news well; maintaining control; conversation tips; body language; putting it into writing tips; no time to plan; follow-up and action

12.00 **Continuously improving client communication**, including learning from experience and client communication do's and don'ts

12.15 Summary, questions, feedback and action planning

12.30 Course close

Pre-course work and delivery approach

Prior to the course delegates are asked to reflect on their own experiences of client communications and how they currently deliver bad news and the client's reaction. The course will include a presentation, questionnaires, discussion sessions and questions.
