

## **FORWARD MOTION: Basics for Small Businesses**



### **Overview:**

One size doesn't fit all. Small businesses have different needs. In this workshop participants identify their own communication style and learn how they filter the communication of others. Applying this knowledge fosters an appreciation for different styles and the ability to communicate appropriately with any member of your organization. We create the forward motion to achieve greater organizational effectiveness.

### ***Moving Forward...***

Many consulting firms use a canned approach for all of their presentations. Doing so leads them to force their customers into the mold that the consultant has created. At Forward Motion, we are sensitive to the fact that one size does not fit all. Years of in-depth business experience have taught us that small businesses have different, unique challenges. The small business organizational structure relies on the ability of many employees to communicate interdepartmentally with greater frequency than larger companies. As a result, flexible communication skills are even more crucial to the success of the enterprise.

Our programs are designed to address your specific needs. Workshop participants first learn to understand themselves and their own styles of communication. Then they are equipped with the skills required to evaluate and accommodate the communication styles of others. Practice sessions build confidence, which leads to increased momentum and forward motion toward greater organizational effectiveness.

### **Goals:**

- Meet the specific needs of small businesses by addressing their unique needs
- Improve personal and group performance and productivity
- Enhance organizational effectiveness
- Create the momentum for improved growth and profitability

## PROSPECTUS

### Basics for Small Businesses



#### Pre-workshop consultation:

This workshop is preceded by a phone consultation so that your business representatives and the Forward Motion staff can discuss and identify specific organization-wide communication challenges, possible root-causes, and secondary challenges that may exist in pockets within the company. Forward Motion takes the results of this meeting and tailors the exercises and activities accordingly.

#### Objectives

Participants will:

- Complete a communications style delineator to identify and validate their personal style.
- Be able to list and define the four style types with specific characteristics for each.
- Identify the style of a person at a given point in time based on specific conversational elements.
- Verbally express an awareness of the ramifications of personal style in their communication process.
- Develop and practice the skills needed to mentally compose a three-point plan for better communications in written and verbal communications.
- Identify the strongest selection process for team interactions based on business needs.

#### Syllabus

- I. Introductions
  - a) Participants
  - b) Facilitators
  - c) Workshop Content
- II. Expectations
  - a) From Participants
  - b) From Forward Motion
- III. Style Delineator
  - a) Administer Delineator
  - b) Score Delineator
  - c) Graph Results
- IV. Infomercials
  - a) Intake Types
  - b) Storage and Export Types
  - c) Switch-hitters, Diamonds, Ramifications
- V. Activity: Styles in Action: Four Corners
  - a) BREAK
- VI. Validation Process by Style types
- VII. Infomercials
  - a) Communication Storage and Retrieval
  - b) Secondary Style Strengths
  - c) Thinkers and Feelers
  - d) Facts and Intuition
- VIII. Activity: Identifying Styles in Others
- IX. Activity: Common Assumptions
- X. Activity: Team Interactions
- XI. Review, Questions, Closure



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