

# SOFT SKILLS WORKSHOP

1-DAY WORKSHOP



# W

## DATES

**SEPTEMBER 30, 2024**

Live online

**DECEMBER 10, 2024**

In-person at UW Seattle Campus

## TUITION

**\$495 USD** Online

**\$595 USD** In-person

Discounts may apply for groups, non-profits, and UW alumni.

## BECOME A BETTER COMMUNICATOR TO ADVANCE YOUR CAREER

Soft skills are in high demand. Employers value professionals who can communicate effectively, handle difficult conversations, and make impactful presentations. Discover your communication tendencies and preferences and watch how this newfound self-awareness transforms your interactions at work. Learn to read your audience and adjust your communication style accordingly, which is an important skill to have in diverse workplaces where understanding and respecting different communication styles is crucial. Whether you're pitching an idea or presenting a project, this workshop will teach you how to capture attention and persuade effectively. Expect hands-on exercises and real-life scenarios that let you immediately apply what you learn.

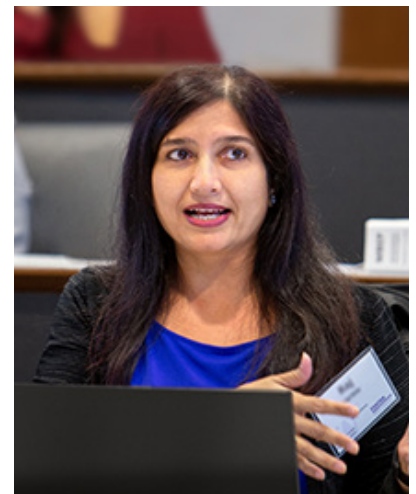
### BENEFITS OF ATTENDING

- Gain a better understanding of your communication style and the styles of others.
- Learn different ways to approach difficult conversations.
- Improve your presentation skills.

**"Jean has an incredible gift in teaching communication. 5 stars are not enough to describe how great and valuable her sessions were for me."**

*-Farrah Walker, President and COO, Perfect Output*

[foster.uw.edu/softskills](https://foster.uw.edu/softskills)



Technical skills can get you in the door, but in order to continue to advance in your career, it is important to develop your soft skills as well.

## KEY TOPICS

### COMMUNICATION SIGNALS AND STYLES

The workshop begins with becoming more self-aware of your communication tendencies and preferences and how they can be perceived by others. The course then moves on to learning how to read your audience to identify their communication styles. Different ways of communicating can unintentionally cause friction. Once you have a firm grasp of your communication style and how it can complement or clash with other styles, you will be able to adjust your methods to convey your thoughts and ideas more powerfully.

According to *Psychology Today*, the meaning of messages is conveyed 55% by the speaker's facial expressions and body language, 38% by the tone they use, and only 7% by the words they select. When we can align our facial expressions, tone, and words together, our ability to influence our audience is significantly increased. Now with increased virtual interactions, the ability to pick up cues through facial expressions and tone becomes even more critical.

### DIFFICULT CONVERSATIONS

Why is it so hard to have difficult conversations? One of the reasons is because often times, emotions are involved and during heightened sensitivity, it becomes harder to have meaningful conversations. During this session, we will take what you learned about communications styles and explore ways to approach difficult conversations. We will take examples submitted by the class participants to focus on common scenarios and delve deeper through targeted hands-on exercises.

### PRESENTATION SKILLS

It takes just a few seconds to make a first impression. If you are trying to give a persuasive presentation to a group of key decision-makers or influencers, that does not give you much time. What can you do to improve upon the impression you make? During this session, we will focus on how to stay attentive, strengthen your persuasiveness, and raise the odds of your message being remembered positively. You will also learn how to leverage both your verbal and body language as well as utilize simple techniques to elevate your positioning.

## LEARN MORE

PHONE: 206-543-8560  
WEB: [foster.uw.edu/softskills](http://foster.uw.edu/softskills)  
EMAIL: [execed@uw.edu](mailto:execed@uw.edu)

**"The workshop provided content that could be life-changing to someone's career. Communication is truly the foundation needed to be successful in the workplace. A+. Thanks, too, for taking all of us out of our comfort zones."**

*-Janine Akins, Lululemon*

#### PROGRAM FACULTY



**JEAN CHOY**  
*Associate Teaching Professor of Management*  
*Associate Dean, Executive Education and International Initiatives*

**FOSTER**  
**EXECUTIVE EDUCATION**

**W** UNIVERSITY of WASHINGTON