



## DURATION

13 hours



## DELIVERY CHANNEL

eLearning

## MODULES

1. Building Rapport
2. Questioning and Listening
3. Emotional Intelligence
4. Intercultural Communication

# Personal Effectiveness Skills

IMPROVE YOUR COMMUNICATION SKILLS TO BUILD RAPPORT WITH YOUR CLIENTS

## OVERVIEW

People want to do business with people they like. So when it comes to building relationships, your EQ – a measure of your emotional intelligence – is just as important as your IQ.

Personal Effectiveness Skills is designed for commercial and corporate lenders who want to communicate, manage their emotions, and influence others' emotions in a positive way. By learning how to ask the right questions, actively listen, and adjust their communication style to complement the client's, they can strengthen personal connections and rapport.

As part of this course, participants complete the dynamic Lumina Spark® assessment, which helps them better understand the strengths of their communication style. They also learn the Lumina Spark® method of "speed reading" people, to better gauge how their clients perceive them and which aspects of their personality to showcase when.

## LEARNING OBJECTIVE

Learn how to build rapport across a diverse set of clients by becoming a self-aware and skilled communicator.

## PROFICIENCY GAINS

- Examine communication "blind spots" that have the potential to derail client relationships.
- Communicate in a way that strengthens your connections with others, particularly those whose styles are different from your own.
- Follow a structured approach to listening and asking questions in order to better understand the client's perspective.
- Manage your emotional responses in different situations, and support and influence the emotional responses of others.
- Adjust your style to communicate successfully with people of different cultures.

## TARGET AUDIENCE

- Lenders
- Relationship managers
- Credit analysts and underwriters transitioning into client-facing roles