



THE ART OF EFFECTIVE LISTENING



Presented by



ONLINE COURSE | SUMMER 2020

DATE	TIME: EST	COST
Tuesday, July 28	6:00 PM-9:00 PM	US\$195 or JM\$, Bb\$ or TT\$ Equiv.

FEATURING ONE OF THE WORLD'S LEADING EXPERTS IN STRATEGIC AND CRISIS COMMUNICATIONS AND THE ART OF LISTENING, PROFESSOR EMERITUS, DON STACKS OF THE UNIVERSITY OF MIAMI

CONTACT INFORMATION

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Register by filling out and returning form online at:

<https://www.corporategovernanceadvisors.com/registration/>

IMPORTANT NOTE: Each registered participant of "Strategic and Crisis Communications Management Course" will obtain pro bono attendance to "The Art of Effective Listening" Course (July, 28, 6:00-9:00pm)

REGISTER TODAY!

INTRODUCTION:

According to Prof. Don Stacks, “Today’s corporate communicators are more than ever reliant on listening to make effective business decisions. As a matter of fact, the Arthur W. Page Society includes listening as one of its principles for chief communication officers (CCOs): “Listen to the stakeholder”. Listening, however, is not easy and it takes much energy to become an effective listener”.

This half-day seminar will examine listening from multiple perspectives, beginning with understanding the listening process, moving on to dealing with distractors that inhibit our listening to others, breaking the focus on the verbal (“what was said”) to include the nonverbal (“how it was said), and then examines a meta-listening that with practice, will enhance not only your ability to communicate well, reason with intent, demonstrate appropriate listening behavior, and make your conversations more productive and efficient.

Upon completion of the seminar, participants should be able to:

1. Understand the underlying aspects of listening to your stakeholders and how that influences business behavioral outcomes.
2. Understand the physical and psychological processes involved in listening.
3. Differentiate between what is being “said” and what is being “intended”.
4. Think through the listening process without making judgmental predispositions to respond.
5. Demonstrate how nonverbal behaviors can enhance and distract from listening.
6. Demonstrate a three-dimensional model of listening behaviors.
7. Become an effective part of the communication process.

PRIMARY BENEFICIARIES WOULD BE:

- Senior public relations, communications, marketing and advertising executives and their teams
- Board Chairmen, Directors, strategists and communication policy specialists
- Corporate Secretaries and Minutes-taking professionals
- C-Suite Executives and other managers
- Attorney-at-laws, Judges and those recording court proceedings
- Upper Secondary School Students and undergraduate and graduate tertiary students
- Any interested person

PROFILE OF LEAD FACILITATOR:

DON W. STACKS, PH.D., LEAD FACILITATOR



Don is Emeritus Professor and former Director of the Public Relations Program in the School of Communication at the University of Miami, Coral Gables, FL. As Director, he has taken the program into the top 25 undergraduate and top 10 graduate public relations programs in the United States with a focus on strategic communication and research. He has written more than 150 scholarly articles and papers and authored or co-authored seven books on communication topics, to include the award winning Primer of Public Relations Research, the National Communication Association’s PRIDE award

and was named the Measurement Standard's "measurement tool" for 2003. He edited the 2002 and 2006 Dictionary of Public Relations Research and Measurement. His awards include the Ralph Nichols Award for research in Listening (1984); the Institute for Public Relations Research and Education awarded Stacks its 1999 "Pathfinder Award." He was selected as the recipient of the University of Miami's "Provost's Award for Outstanding Research and Theory" in 1999. The Public Relations Society of America named him Outstanding Educator in 2003 and the recipient of the Jackson Jackson & Wagner Behavioral Science Prize in 2005. In 1992 he was named "Outstanding Professor" by University of Miami students. In 2007 he was elected as an Eastern Communication Association "Distinguished Research Fellow" and "Distinguished Teaching Fellow" in 2008. Dr. Stacks has been an active communication consultant for over 30 years. His areas of expertise include organizational systems assessment, sociological/psychological organizational analysis, media relations, internal organizational communications, leadership, as well as serving as a trained listening specialist. His clients include a variety of organizations, to include School Employees Trust, Allstate Insurance, Columbia Energy Group, Energy Automation Services, Broward Public Schools, American Electric Power, and the University of Miami. Dr. Stacks served as Vice President for Research for Market Analysis Research of Mobile, Alabama, from 1979 to 1980. MAR's clients included First Alabama Bank, for which MAR conducted the initial research on customer perceptions of the use of ATM machines, marketing surveys for a variety of clients in south Alabama, Florida, and Mississippi, and conducted internal corporate research for Federated Stores. MAR employed a variety of communication research methods and was one of the first research firms to include socio-metric analysis in its toolbox.

He is a member of The Arthur W. Page Society, the Association for Education in Journalism and Mass Communication, the International Listening Association, International Public Relations Association, and the National Communication Association. He serves on the editorial boards of most premier communication and public relations journals and directs the annual International Public Relations Research Conference, the only research conference focusing purely on public relations research. Stacks serves as trustee for the Institute for Public Relations, and is on the Boards of the International Public Relations Association, the Commission on Public Relations Measurement and Evaluation, and served for 10 years on the Commission on Public Relations Education's board. Dr. Stacks received his B.A. ('71) from Northern Michigan University, M.A. ('75) from the Auburn University, and Ph.D. ('78) from the University of Florida. Prior to receiving his M.A., he spent three years in the U.S. Army, stationed in Alexandria, VA, and Washington, DC.

FEE STRUCTURE AND POLICY

1. Corporate rates are available for groups of five (5) or more learners from the same company at 10% discount. Fees include all learning course material and Certificate of Accreditation. Full payment or payment arrangement should be confirmed at least 5 working days before carded date of the event.
2. Registration confirmation is assured only on receipt of full payments. While we understand companies and government procurement processes and usually receive payments up-to 10 days after the event, private individuals sponsoring themselves must pay in full at least 72 hours before the event. No refund for cancellation within 5 working days of any of GovStrat's event. Substitution of persons is allowed providing that notice is given at least 2 days before the event. No refund for "no shows" and where companies are yet to pay, full payment is expected. Only a limited number of participants will be admitted to facilitate a high level of participatory learning. The course maybe postponed or cancelled at any time without prior notice by the hosts and or organizers. In such circumstance, full refund will be made where applicable
3. We accept corporate cheques and manager's cheques, banker's draft and wire transfer (bank-to-bank) in local currencies where applicable based on invoice instructions and United States Dollars.
4. By completing and returning our registration form means you have agreed to all the terms of this Policy.