

The Jersey Shore Association for Human Resources is a SHRM affiliated chapter



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Effective Communications

Techniques for Successfully Communicating, Coaching and Counseling

HR professionals communicate all sorts of information to all levels of staff in the organization daily. Sometimes, we are communicating cut-and-dry policies; sometimes, we are coaching the managers; and sometimes, we are counseling the employees. We know that for us to be effective, we need to tailor our messages and channels we use based on the objective of the communication and the styles and methods preferred by our audience. When do we use which mode of communication? How do we adjust our verbal and non-verbal messages? The ability to master these skills greatly impacts our job effectiveness. This hour-long interactive session is designed to help you better understand what constitutes effective communications and provide you techniques to use in coaching and counseling.

The presentation will discuss how theories and models such as Maslow's Hierarchy, "The Ladder of Inference," and Meyers Briggs form the foundations for understanding each stakeholder's paradigm. It concludes by introducing two tools for determining when to coach and when to counsel, and is capped by a drill that explores delivering bad news to good people.

Learning Objectives: Upon completion of the session, attendees will be able to:

- Describe how communications maybe improved by understanding behavioral motivators, personal filters and "Reflexive Loop" belief system development
- Apply a framework to assess an employee's stage in the learning cycle and determine whether a staff member should be coached or counseled
- Deliver difficult but necessary messages to employees.

About Vaughan Reale:

Vaughan Reale is the President and CEO of VMR Performance Management, which offers sales and performance management training to employers of all sizes. He is a Fred Pryor Certified Seminar Trainer, specializing in effective team building techniques and communication skills for managers. Reale has founded three Toastmaster's Clubs and has taught the Dale Carnegie Human Relations course several times, receiving the Peer Award for Highest Achievement. He has trained more than 1,000 insurance professionals and has successfully managed high performing multi-functional teams for over 25 years.

Vaughan is also a CEBS and a CLU with multiple Life, Health and Property and Casualty licenses. He is a graduate of the Wharton School of Business and has served as Mayor of Margate, N.J., for four years. He is a member of SHRM, NAHU and ISCEBS and is a frequent speaker on healthcare, with many published articles and essays.

Date: December 13, 2018
7:45 a.m. Networking and Breakfast
9:00 – 10:00 a.m. Program
Jumping Brook Country Club
210 Jumping Brook Road, Neptune
N.J.
www.jumpingbrookcc.com

R.S.V.P. by 4:00 p.m. on
Friday, December 7, 2018
online at
<http://jsahr.shrm.org/events>
or email at admin@jsahr.org
or call JSAHR at 732-701-7155
Registration Fees (includes
breakfast) \$30 for JSAHR members
\$40 for non-members
\$25 for those in-transition and guests
\$10 for students with valid ID
\$10 additional fee for walk-ins
"No shows" will be billed

Special Notice
This program has been approved for
1 HRCI recertification credit
and is pending approval for
1 SHRM recertification credit.

JSAHR is recognized by SHRM to
offer Professional Development
Credits (PDCs)
for the SHRM-CP or SHRM-SCP.

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