

9-10 NOVEMBER 2024 | DUBAI, UAE

Bridging the Gap: Effective Communication Techniques for Finance Leaders

Effective communication is a cornerstone of leadership, particularly in the finance sector where conveying complex information clearly and persuasively is crucial. This session is poised to advance PICPA Members into leadership roles or enhance their current leadership capabilities. We will focus on advanced communication strategies tailored for Filipino finance professionals, including how to simplify complex financial data, engage non-financial stakeholders, and influence decision-making processes. Through interactive exercises and real-world examples, you will gain practical skills to bridge communication gaps and foster stronger relationships with both internal teams and external partners.

What You'll Learn:

1. **Simplifying Complex Information:** Techniques for translating intricate financial concepts into clear, understandable language for diverse audiences.
2. **Engaging Stakeholders:** Strategies for presenting financial data to non-financial stakeholders in a way that highlights relevance and impacts decision-making.
3. **Persuasion and Influence:** Advanced communication methods to effectively advocate for financial strategies and secure buy-in from key stakeholders.
4. **Conflict Resolution:** Approaches for handling disagreements and managing conflicts with tact and professionalism, maintaining positive working relationships.
5. **Tailoring Your Message:** Adapting communication styles to fit different audiences, including executives, board members, and external partners.
6. **Leveraging Technology:** Utilizing tools and platforms to enhance communication efficiency and effectiveness, including data visualization and presentation software.

Key Take-Aways:

1. **Communication Strategy Guide:** A comprehensive framework for developing and delivering messages that resonate with various stakeholders.
2. **Practical Techniques:** Hands-on strategies for simplifying financial information and improving engagement with non-financial audiences.
3. **Influence Toolkit:** Effective techniques for persuading and influencing decision-makers, including case studies and best practices.
4. **Conflict Management Tips:** Practical advice on resolving conflicts and managing difficult conversations in a professional and constructive manner.
5. **Technology Resources:** Recommendations for tools and technologies to enhance your communication capabilities and presentation skills.

Fields: Professional Development, Soft Skills

By the end of this session, as a PICPA member, you will have a refined set of communication techniques that will empower you to bridge gaps between finance and other areas of your organization, making you a more effective leader and advocate for financial strategies.



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