

Director

- Use communication as a promotion tool for sector's products, services or policies
- Adapt communications to suit audience and forum
- Identify and interpret essential information needed for superiors and subordinates
- Use communication as an operational tool which enhances efficiency and productivity
- Use a variety of communication vehicles to enhance communication within sector

Director General

- Tailor external representation of the organization to suit a variety of contexts
- Use communication as a strategic tool for positioning key messages regarding the directorate's activities
- Translate and transmit essential underlying messages for peers, subordinate managers, employees
- Listen for understanding and acceptance of crucial messages

Public Service Courses

- *Understanding and Applying Strategic Communications* (T712 - Training & Development Canada)
- *Interpersonal Communication Skills* (Training & Development Canada)
- *Effective Presentation Skills* (T010 - Training & Development Canada)
- *Managing Public Consultations* (T418 - Training & Development Canada)
- *Communication, Finding Solutions and Leading* (Z088 - Training & Development Canada) - suitable for Supervisor level

On-the-Job Actions to Develop in Communication

- Avoid selective listening. Challenge yourself to practice listening to those to whom you don't usually listen. Listen for content. Express to the individual your sense of what they are thinking and feeling. Recognize people's values and concerns. Separate the content from the person. Try to ferret out some value from everyone.
- Set up regular meetings where others have an opportunity to express their concerns about work practices/processes. Practice your questioning and probing techniques to gain a full understanding of their perspectives.
- In meetings, limit your comments and focus on what others have to say rather than on how you will respond.
- Seek opportunities to deliver speeches, presentations, and to facilitate group discussions and meetings.

