UNIT 1 › Corporate culture

Lesson 1.3 Communication skills: Building relationships

Functional language

A **Look at the short dialogues involving Richard, director of a leadership training organisation, in which he uses different trust building strategies with customers and internal colleagues. Match the trust building strategies (1–6) with the dialogues (a–f).**

1 Show trust in others
2 Show empathy
3 Share ideas
4 Be open about thoughts and feelings
5 Offer support
6 Focus on common objectives

a **Colleague:** I'm under a lot of pressure from my partner not to travel so much next year. Can we rescope my role to work more from home?
Richard: Sure, I understand fully the need to balance home and travel. What did you have in mind?

b **Richard:** I'd like to try to sell more in the Arab World next year.
Colleague: I've worked a lot in Qatar and Kuwait.
Richard: Have you? Could I pick your brains over a cup of coffee?

c **Customer:** Overall, we're happy with the service you provide but we want to look at ways in which you can deliver more training via webinars next year.
Richard: OK, I'm happy to discuss this. We both want to provide the best content in the most convenient form for your staff. Do you have any clear ideas on the number of webinars you want to have?

d **Customer:** We're looking to expand our range of management seminars to include a stronger focus on leading internationally. Do you have anything in this area?
Richard: I'm very happy to share a few ideas we have developed recently, and also some feedback from clients we've worked with in this area.

e **Customer:** We need to cut costs next year so can you see a way to reduce your training fees, perhaps by ten percent?
Richard: To be perfectly open with you, discussions about cost worry me because sooner or later lower fees will have an impact on quality.

f **Colleague:** I'm struggling with a lot of client proposals at the moment. It's good in a way but a lot of work.
Richard: Do you want me to take some off your hands?

LIVEWORKSHEETS