

COMMUNICATION SKILLS FOR MANAGERS



PARTNER RESULTS

"We concluded our first Communication Skills for General Managers course yesterday. We have already started to see the return on the investment we have made in our people through DeVry. Our managers are more confident in themselves and are encouraging their subordinates to communicate more effectively."

– Carli Schrader (Owner-Operator)

STUDENT RESULTS

"At first I felt like I needed to be in the restaurant rather than in a classroom. Around the second week of class, I realized I needed to be honest about how my restaurant is running and that change needed to start with me."

– Arica Crumbly

"The subjects in class are current and beneficial in our daily operation. The workshop was the most engaging and participant-involved class I've attended."

–James Basto

"The class was great! I've been communicating more to crew and management, both bad and good, and I feel more comfortable doing so."

– Dorian Mann

Flexible Education for Leadership at McDonald's Independent Franchisee Organization

The Schrader family, an independent McDonald's franchisee organization, owns and operates a group of 34 McDonald's restaurants, with 11 – 12 managers at various levels in each location. The Schrader family identified an opportunity to supplement their current training program.

To build managers' confidence and accuracy in communication, and to help ease transitions into higher levels of management, the Schrader family sought an education solution that would enhance business and interpersonal outcomes for their employees. Their challenge was delivering effective training to a diverse group of students with varying work schedules and skill levels.

LEARNING OBJECTIVES

With a hands-on understanding of what it takes to develop strong leaders, DeVryWORKS worked closely with the Schrader family and leveraged relevant education solutions to:

- Provide a solid foundation for effective methods of communication for managers
- Develop managers' ability to communicate with optimal clarity and appropriateness
- Hone managers' skills to enhance how they deliver instruction and presentations

TAILORED SOLUTIONS

DeVry University's College of Continuing Education recommended a Communication Skills for Managers offering including the following elements:

- Course length of 20 contact hours, delivered over six weeks per the Schrader family's needs
- Course opening and closing each consisting of a 4-hour session with DeVry University faculty
- 12 hours of online interactive course work to allow for scheduling flexibility
- Tailored customization via further discussions with the Schrader family, who hand-selected attendees

PROGRAM CONTENT

The course was designed to help produce general managers who are able to:

- Define and understand elements of communication and effective listening skills
- Deliver a clear, concise message to audiences/listeners across the organization
- Use appropriate and effective questions when communicating with others
- Identify how and why communication is important in helping people learn
- Learn best practices for delivering meaningful presentations and successful instruction