



## **REAL Communications™ Clinic**

### **For Retail / Hospitality Team Members**

Wednesday, October 16: 8:30am – 4pm  
Wilmington Chamber of Commerce

- Introductions
  - Who are you and what do you want to learn today?
  - Overview of day's sessions
- What are REAL Communications and why does it matter if your communications are REAL?  
Delivering REAL Communications to customers, vendors, co-workers, et al:
  - Respect
  - Empathy
  - Attention
  - Listening
- The critical need to focus on consistent REAL Communications with your customers
- Applying REAL Communications to:
  - Generational communications
  - Tough conversations
  - Leadership language
- Challenges you face in consistently delivering REAL Communications
  - Insightful individual activity
  - Engaging group discussion
- Other factors that impact your ability to deliver REAL Communications
  - Approaches to overcoming challenges
  - Questions / topics submitted by participants
- Small group interactive exercises, demonstrating and reinforcing REAL elements
- Actions you can take in your job immediately, to ensure that your communications are REAL