



### 1. Workshop Title and Subtitle

THOU SHALT SET THE TONE

*Innovative ways to say it how you mean it*

### 2. Some Background

“You say ‘tom-AH-to’ and I say ‘tom-AY-to’ ...” is a line from a famous song written by George and Ira Gershwin in 1937, comparing British and American accents. Snobbery towards accents was widespread back then, with American English pronunciations often looked down on and subject to subtle forms of prejudice. Thankfully, times have changed. Nowadays, English is widely used as a lingua franca for communication between people from all over the world. Today, different accents and pronunciations are not only tolerated but seen as adding to the richness and diversity of global communication.

But is the same measure of tolerance extended to the words we choose to convey our messages with? The answer is unequivocally: no. While communication has always been a two-way street, our modern-day multicultural work environment can make finding the right words to set the tone seem particularly challenging- - and tantamount to walking on eggshells. A sentence, sometimes a single word, can open up, exhilarate or inadvertently change the course and mood of an important conversation.

Communication today requires that we not only listen attentively to understand, but that we speak mindfully to be understood by our global clients and other professionals. How we say things is, in effect, as important as what we say.

### 3. Workshop Aim

The aim of the proposed “THOU SHALT SET THE TONE” workshop is to:

- Raise awareness of how word choice/phrasing shapes the tone of business conversations
- Draw attention to potentially misleading words/synonyms/phrasing in business conversations and how they might cause discomfort
- Explore innovative ways to facilitate rewarding business conversations through conscious word choice/phrasing

### 4. Brief Intro

This workshop is designed to give participants a more in-depth understanding of how word choice impacts conversations, with a focus on the business setting. It is suitable for anyone open to exploring their listening skills and use of words, and wishing to develop greater awareness in those respects.

The participants will embark on a fun, creative and interactive journey of words, meanings and (mis)understandings. They will be given tips and specific examples on how to preempt counterproductive conversations and to develop a more effective approach to setting the tone through word choice.

Join us for one of our innovative “THOU SHALT SET THE TONE” workshops to gain some inspiring insights into how little it takes to make a big difference in setting your preferred communication tone.