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# Masterclass on Effective Communication



ON DEMAND

**WOB** PRESENTS THE  
**EXCLUSIVE MASTERCLASS ON**  
**EFFECTIVE**  
**COMMUNICATION**  
*with*

## **CHARLES DUHIGG**

*PULITZER PRIZE-WINNING  
JOURNALIST AND BESTSELLING  
AUTHOR OF THE POWER OF HABIT*



### **In this masterclass you will learn:**

- Develop the skills required to become a supercommunicator, enabling you to establish meaningful connections with individuals in both your professional and personal spheres
- Learn to empathize with the emotional aspects of conversations, paving the way for stronger connections that are vital for business growth
- Understand the profound impact of effective communication on organizational culture, collaboration, and overall success

**WOB**



## ABOUT

# Charles Duhigg

*Pulitzer Prize-winning journalist and bestselling author of *The Power of Habit**

New York Times bestselling author Charles Duhigg is a renowned communicator known for his books *The Power of Habit* and *Smarter Faster Better*. He is a staff writer at *The New Yorker* and was previously a reporter at the New York Times, where he won a Pulitzer prize for Explanatory Reporting in 2013. Duhigg studied History at Yale and received an MBA from Harvard Business School. He has appeared on *This American Life*, *N.P.R.*, *The Newshour with Jim Lehrer*, and *Frontline*.

His most recent work, titled *Supercommunicators: How to Unlock the Secret Language of Connection*, explores the profound impact of mastering communication skills.



*“If you believe you can change - if you make it a habit - the change becomes real”.*



## SESSION 1

1.5 hours

- The Three Types of Conversations – Practical, Social, and Emotional – and How to Identify and Adapt to Each
- Becoming a Supercommunicator: Effective Communication Techniques to Enhance Clarity and Connection with Others
- Strategies to Ensure That Your Message Is Not Only Heard but Understood, While Also Effectively Grasping the Perspectives of Others
- Develop Skills to Empathize with the Emotional Aspects of Conversations for Stronger Personal and Professional Connections



## BENEFITS

- **Full Access:** Access to the On Demand content for 30 days
- **Executive Summary:** Written overview of key learnings from each session
- **Multi-Language:** All sessions available in English, Spanish and Italian
- **Content:** 1.5 hours of content

## PRICES

INDIVIDUAL	GROUPS
249 <sup>USD</sup>	3 tickets 639 <sup>USD</sup>
	5 tickets 1,039 <sup>USD</sup>
	10 tickets 1,999 <sup>USD</sup>



wobidigital.en@wobi.com



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