



Communicating Tech to Non-Techies

Syllabus

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Training Overview

Communicating Tech to Non-Techies is a three-session training that helps technical professionals communicate clearly with non-technical clients and stakeholders. Sessions 1 and 2 provide practical tools to simplify complex concepts, tailor to the audience, and structure messages for decisions and next steps. Session 3 is the capstone: a facilitated roundtable for participants to review real client communication challenges. Additionally, the group will develop a solution using the tools from Sessions 1 and 2. Participants leave with a plan for their own situation—and experience applying the framework across a range of scenarios.

This training is designed for:

- **Technology Professionals who want to learn how to communicate effectively with non-technical decision makers**

Training Inclusions

- **3-hours of virtual, interactive content taught by an expert instructor with communication expertise**
- **Downloadable videos* of the content you can watch on-demand at your convenience**
- **Downloadable slide decks, handouts and resources**

Learning Objectives

Partners attending this training will learn how to:

- **Explain complex technical concepts clearly and effectively**
- **Identify and adapt to different audiences**
- **Structure technical messages so they're easy to follow**
- **Handle difficult or emotionally charged conversations**
- **Apply these skills in realistic scenarios**

* Videos will either be recordings from your session or previously recorded material in which partner faces and voices have been removed. It is recommended to attend trainings live to receive the full benefits of interactive Q&A with the instructor and class participants.

Training Topics

Session 1: Why clients nod when they don't understand

- Why “yes” does not equal understanding
- Hidden assumptions on both sides
- Elephant vs. Rider: emotion and logic
- Reduce defensiveness and build trust
- Stories and plain language without dilution

Session 3: Difficult Conversations

- Fight-or-flight signals in tough talks
- Pause, regulate, respond on purpose
- CALM framework for de-escalation
- Practice staying calm and moving forward
- Reinforce and teach the skills

Session 2: Assessing and addressing your audience

- Audience role, goals and stakes
- Decision and next-step clarity
- Right level of detail for the audience
- Engage emotion, structure the logic
- Real scenarios and repeatable habits

Meet the Instructors



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