



# Communication Strategies to Empower Your Team

Tracie Marquardt, CPA

18 May 2023

Canada





## Global Communication Consultant

*I help global Internal Audit teams  
create more value for  
through communication, leadership  
and productivity.*

“

*Success comes from the quality  
of your communication.*

”

# KEY COMMUNICATION SUCCESS FACTORS

# A<sup>3</sup>

Awareness + Action = Achievement





# KNOW YOUR STAKEHOLDER



25

Before you can persuade your audience, you must **know** your audience.

*Tracie Marquardt*



© Tracie Marquardt

**Communicate Your Way To Global Business Success**

101 Communication Techniques and Strategies to Impact, Influence and Inspire





## An individual





## Groups

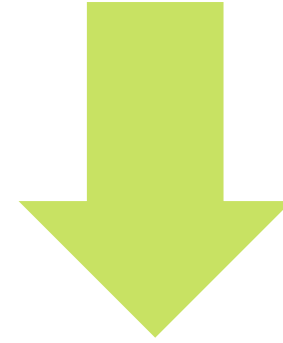
# COMMUNICATION STRATEGIES, TECHNIQUES & INSIGHTS

**Today**



**What is**

**Tomorrow**

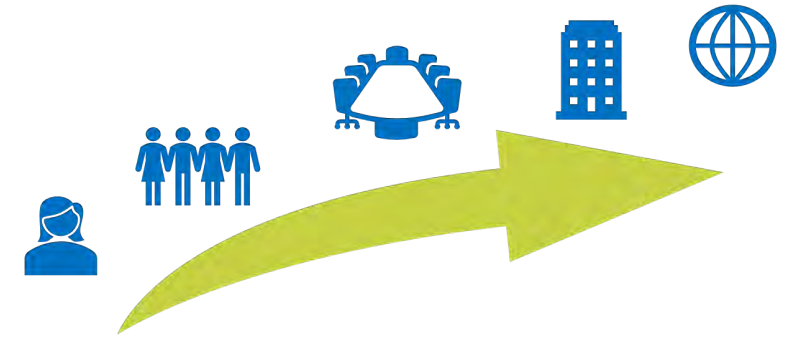
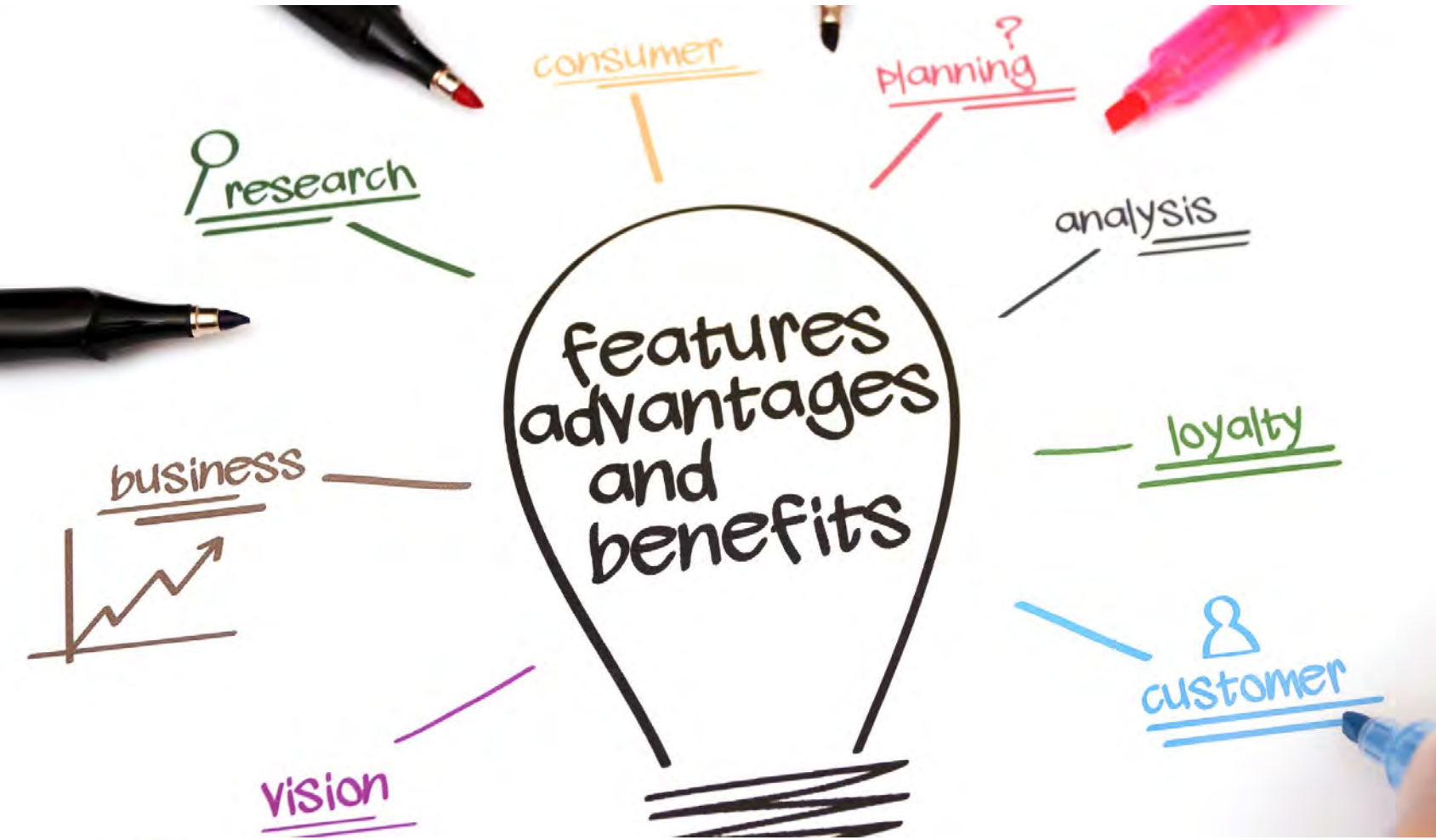


**What could be**













Engages our senses  
Brings us closer together  
Moves us to feel  
Moves us to take action

# STAKEHOLDER PLAYBOOK



Stakeholder  
Language  
Purpose  
Desired outcome  
Positions  
Objections  
Resistance

# EMPOWERING YOUR TEAMS

## Time to take action:

Know where you are, where your team is.

Where do you want (your team) to be?

Identify gaps, then fill:

Internal:

- training, coaching, mentoring, buddy system, dialogue
- opportunities to step up and out of comfort zone
- frequent check ins, social events

External:

- training
- conferences

**SWOT SKILLS  
ANALYSIS**



Tracie@QACommunication.com  
traciemarquardt.com  
gamified-training-canada.com

