

The NSA Leadership Certificate Program at NSA Aspire 2024



Session 2: Effective Communication in Accounting Management (1 hour)

Session Schedule:

- 20 minutes of lecture
- 10 minutes of Q&A
- 10-minute exercise
- 10 minutes of discussion
- 10 minutes of summary and closing

Session Description:

In this session, we will delve into the critical role of effective communication within the accounting profession while exploring the concept of: "Seek First to Understand, Then to Be Understood" from Stephen Covey's 7 Habits. Effective communication is essential for building strong relationships with clients, colleagues, and team members, and this session will provide practical insights to enhance communication skills.

Agenda:

1. Lecture (20 minutes):

- Introduction to the importance of effective communication in the accounting profession.
- Explanation of Stephen Covey's Habit 5: "Seek First to Understand, Then to Be Understood."
- Discussion of how Habit 5 applies to communication within accounting firms.
- Real-world examples of the impact of effective communication in accounting.

2. Q&A (10 minutes):

- Participants will have the opportunity to ask questions about effective communication and Habit 5.
- Facilitator will address queries and provide strategies for overcoming communication challenges in the accounting context.

3. Exercise (10 minutes):

- Participants will engage in a practical exercise focused on active listening and empathy.
- The exercise will involve pairs or small groups, where participants will practice listening to understand rather than respond.
- Participants will reflect on their communication habits and identify areas for improvement.

4. Discussion (10 minutes):

- Small group discussions or breakout sessions (if applicable) to share insights and experiences from the exercise.
- Participants will discuss common communication challenges they encounter in the accounting profession.
- Sharing best practices and strategies for enhancing communication skills.

5. Summary and Closing (10 minutes):

- Recap of key takeaways from the lecture, exercise, and discussions.
- Emphasis on the importance of empathetic and effective communication in the accounting profession.
- Announcement of homework or pre-session reading assignments related to Habit 5.
- Encouragement for participants to apply Habit 5 principles in their daily communication activities until the next session.

By the end of Session 2, participants will have gained valuable insights into the significance of effective communication in accounting and practical exercises to improve their communication skills. The session will conclude with a commitment to enhancing communication practices within their accounting firms and fostering stronger professional relationships.