L’AKADÉMIE DU DIGITAL · TRAINING PROGRAMME Qualiopi certification being prepared

Profiles and languages

FOR-CMR-M2-A · Relational Communication

Recognise the different communication profiles to adapt your language to each counterpart

DURATION
14 hours — 2 modules of 7h (theory and workshop)

PRICE
On quote

AUDIENCE
Companies & individuals

ACCESS
Access within 2 working days after validation of needs and prerequisites.

Training delivered in co-facilitation, priced by quotation. Rate based on €70 excl. VAT per hour (14-hour module); indicative and negotiable depending on volume, format and context.

Learning objectives

- Understand that there are several ways of perceiving and communicating
- Recognise the main communication profiles from verbal and non-verbal signals
- Adapt your vocabulary, pace and argumentation to the counterpart’s profile
- Prevent tension caused by differences in style
- Use profiles as a dialogue tool, without boxing people into labels

Target audience

- Employees, managers and teams who want to improve their working relationships
- Individuals, freelancers and project owners
- Students and learners from schools and training centres

Prerequisites

- No technical prerequisites or particular qualifications.
- Be willing to take part in simulations and group discussions in a supportive setting.

Programme

THEORY Theory Module — Profiles and languages

The module presents several frameworks for reading profiles (communication styles, perception preferences, decision-making modes), their benefits and limits, the cues that help recognise a style, and the principles of adapting the message to each profile.

Objective : know how to read a communication style and adapt your message respectfully.

- Profile reading frameworks, benefits and limits.
- Verbal and non-verbal cues of a style.
- Adapt your message without manipulating.

Assessment : Quiz and case study on adapting a message.

Welcome & framing	15 min	Present the programme, objectives and schedule; gather expectations. Oral presentation, round-table introductions.	
Overview of profiles	2h05	Main reading frameworks, benefits, limits and precautions for use. Interactive talk, concrete examples, group discussion.	Oral questions; mini-quiz.
Recognising a style	2h05	Verbal cues, pace, vocabulary, posture, expectations when facing information or a decision. Interactive talk, concrete examples, group discussion.	Oral questions; mini-quiz.
Adapting your language	2h05	Choose your words, level of detail and arguments according to the profile, without manipulation. Interactive talk, concrete examples, group discussion.	Oral questions; mini-quiz.
Summary & assessment	30 min	Go over the key points and assess what has been learned in the module. Group recap, participant feedback.	End-of-module quiz (pass mark ? 60%).

WORKSHOP **Practical Workshop — Profiles and languages**

Participants complete a questionnaire to identify their own style, observe communication scenes, then practise rephrasing the same message for different profiles and defusing a misunderstanding caused by a difference in style.

Objective : identify your own style and adapt the same message to different profiles.

- Identifying your dominant profile and your areas of flexibility.
- Observation and analysis of communication scenes.
- Rephrasing a message for several profiles.

Assessment : Producing a message adapted to two profiles and peer feedback.

Workshop kick-off	15 min	Present the instructions, the confidentiality framework and the split into pairs or subgroups. Oral presentation, forming the groups.	
My communication style	2h05	Identification questionnaire, subgroup sharing, strengths and watch-points. Pair and subgroup simulations, role plays, group debriefing.	Observation by the trainer; guided self-assessment.
Reading scenes	2h05	Analysis of communication scenes: which profiles, which misunderstandings, which resources. Pair and subgroup simulations, role plays, group debriefing.	Observation by the trainer; guided self-assessment.
One message, several languages	2h00	Rewrite and act out the same message for two profiles; defuse a misunderstanding. Pair and subgroup simulations, role plays, group debriefing.	Observation by the trainer; guided self-assessment.
Debrief & review	25 min	Present your work, draw lessons and write a personal action plan. Oral presentation, group feedback, written action plan.	Written action plan and discussion with the trainer.
Satisfaction survey	10 min	Collect immediate satisfaction feedback. Satisfaction questionnaire.	Satisfaction survey.

Teaching methods and resources

In-person training at our premises or yours, in small groups. A mix of theory, hands-on workshops and practical scenarios.

Required equipment :

No particular IT equipment; room suitable for subgroup work

Assessment methods

Learning outcomes are assessed during and at the end of the training; an attendance certificate is given to every learner.

Accessibility

Training accessible to people with disabilities. Contact us before registering so we can study the adjustments needed.

Funding

Quote or training agreement on request. Qualiopi certification is being prepared: eligibility for OPCO funding will open once it is obtained.

Certification audit planned for T1 2027. No OPCO eligibility before it is obtained.

Trainer(s)

Claire Marguerie — Trainer — cognitive psychology, communication and NLP