



## The Fundamentals of Business Communication

### Course Description:

The Fundamentals of Business Communication training course has been specifically designed to develop the competency of professionals to equip them with the necessary skills and confidence to achieve excellence in spoken and written communication.

The training course includes a wealth of practical guidance on improving the effectiveness of various verbal and written communication forms. If you want your reports, memos, letters and e-mails to be read with interest and acted upon and if you're going to be able to present your ideas with impact and effectiveness, this is the right training course for you.

### **The Fundamentals of Business Communication training course will highlight:**

- The importance of professional levels of written and spoken English
- Proven ways to improve the effectiveness of various forms of written communication
- Power language to enhance influence and impact
- Presentation skills to persuade even the most hostile audience
- How to convey a credible message and create concise messages using a structured process?

## Objectives

**By the end of this The Fundamentals of Business Communication training course, you will be able to:**

- Meet the needs of your readers/audiences, by helping them achieve their objectives
- Listen more intently and intensely to understand others and their needs and requirements
- Write more precise, more effective and professional e-mails, letters and reports
- Speak in front of a group with greater confidence
- Build rapport with your audiences and clients
- Confidently use the proper techniques, tools and skills for a wide variety of communication challenges

## WHO SHOULD ATTEND?

**The Fundamentals of Business Communication training course aims to take participants' written and oral skills to higher levels. It is for a wide range of professionals whose work requires them to communicate with others:**

- New & Experienced Supervisors
- Team Leaders & Line Managers
- Specialists
- Marketing, HR and PR Professionals

## Course Outlines:

### **DAY 1**

#### **Establishing the Groundwork in Written and Spoken Communication**

- What is successful business communication?
- Establishing a clear brief by careful listening and questioning
- Barriers to effective communication and how to overcome them

- Mindfulness, rapport and charisma building
- The role of emotional intelligence in successful communication
- The types of communication to meet the needs of brief and audience

## **DAY 2**

### **Developing Professional Writing Skills**

- Fundamentals of business english – *critical grammar and structure rules*
- Fundamentals of business english – *structures and phrases to avoid*
- Structure – *Why clear structure helps decision making?*
- Structuring an Argument Coherently and Logically
- The skoosh case – Introduction – *identifying typically written mistakes*
- Generating ideas for writing and presenting – *mind mapping and brainstorming*

## **DAY 3**

### **Professional Written Presentation**

- Characteristics of effective writing
- Essential plain english techniques and how to apply them
- Avoiding Clichés, Jargon and Management-speak
- Improving clarity with headings and sub-headings
- Using Tables, Diagrams, Figures and Graphs

## **DAY 4**

### **Mastering the Language of Business Persuasion**

- Writing and presenting for a target audience and specific purpose
- Persuasive argumentation
- A process to marshal support for your ideas
- Powerful words and phrases to influence outcomes
- Influence and persuasion – *The lessons from marketing sales and public administration*
- Constructing a strong opening and powerful conclusion

## **DAY 5**

### **Becoming a Fluent and Professional Speaker and Communicator**

- How to control your nerves and manage stress before delivering?
- Presenting: do's and don'ts
- Storytelling as a vehicle for key messages
- Body language and posture for success
- Rehearsal: Giving and receiving feedback to increase performance
- Course evaluation and action planning