

High Impact Business Communication Training

Description

Introduction

This course is about effective communications skills essential for both organisational and personal success.

It provides a superb opportunity for professionals to take those skills to a higher level maximising personal impact and achieving business objectives.

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There is a wealth of practical guidance on improving the effectiveness of various forms of written communication

This course will present how writing and presentation skills can work in tandem to achieve results.

If you want your reports, memos, letters and e-mail to be read with interest and acted upon and if you want to be able to present your ideas with impact and effectiveness, this is the right course for you.

objectives

By the end of this course, participants will be able to:

- Improve the effectiveness of your reports, proposals, emails, letters and other communication
- Develop more efficient writing processes, improving project and time management
- Meet the needs of your readerships/audiences enabling them achieve their own objectives
- Develop your presentational skills and the techniques to enhance impact and effectiveness
- Deploy the right techniques, tools and skills for a wide variety of communications challenges

Day One

Improving Business Communication & What Makes an Effective Report

- Barriers and pitfalls of business communication
- Differences between written and spoken communication and their implications

- Characteristics of an effective report
- Understanding the readers' needs
- Report layout and design for clarity and impact
- Structure – the macrostructure and the microstructure

Day Two

Readability, Writing Style and the Writing Process

- Sentences, paragraphs and readability
- Generating ideas – Mind mapping and brain storming
- Sources of information and research techniques
- Selecting and structuring the content – logical sequencing
- Proofreading, grammar and punctuation
- Tables, diagrams, figures and graphs

Day Three

E-mails, Letters and Other Business Writing/What Makes an Effective Presentation

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- Managing e-mails to be noticed
- Writing effective business letters
- Writing professional agendas and minutes
- Writing instructions and guidelines
- Characteristics of effective presentations
- Preparing a persuasive business presentation

Day Four

Presentation Skills

- The pillars of effective presentations
- Setting and meeting objectives
- Meeting the audience's needs
- Structuring the presentation and making a case
- Positive body language
- Using visuals effectively

Day Five

Making a Case & Influencing Skills

- Choosing words for maximum impact
- Handling questions from your audience
- Team presentations to convince critics
- Supporting presentations with written documentation
- Making a persuasive business case
- Influencing Skills and getting support