

Course ID

**BIZCOM**

Course Duration

**1 day**

Course Title

**Business Communication: In-Person, Written, Verbal, and Internet**

**Related Courses**

- Hands-On Technical Writing (TECHWRITE, 2 days)
- Presentations That Inform, Motivate, and Sell! (PRESENT, 2 days)
- Writing Successful Proposals (PROPWRITE, 2 days)

**Aimed At**

Business Professionals seeking to sharpen their communications know-how.

**Group Size**

7-25

**Prerequisites**

There are no formal prerequisites.

**Course in a Nutshell**

Did you know that the average person can speak up to 175 words per minute? You can listen intelligently at 600-800 words per minute! What does this all mean for effective communication? You will learn this and a lot more in this dynamic, highly interactive workshop.

Through examples, discussions, role plays, and exercises, you will learn the practical techniques for communicating more effectively in person, over the telephone, or via the written word, including emails. You will learn how to listen more actively and communicate more effectively in a multicultural or international setting. You will also learn how to run better meetings. The course will equip you with critical skills that are required for communication success in today's information-rich business world. Armed with these tools and techniques, you will be well on your way to becoming a Master Communicator.

**Customize It!**

Customize this course at little-to-no additional cost to your specific needs. Tell us about any special issues faced by your team, and we'll help you address those challenges by working them into this workshop.

**Learn How To**

- Understand the process of communication
- Identify communication barriers
- Validate if the communication exchange has been successful
- Utilize the stages of the communication process
- Practice active listening
- Apply the eight-step process for effective email communication
- Discern between passive vs. active listening
- Avoid "mind-drift"

- Use the three-step process for listening with purpose
- Realize how personal filters, assumptions, judgments, and beliefs can distort what you hear
- Leave effective telephone messages
- Write a persuasive business letter
- Run a better business meeting

## Course Outline

- Introduction to Course
  - Welcome and Introductions
  - Course Objectives and Road Map
  - Discussion: What Is Communication?
- Introduction to Communication
  - The Sender and the Receiver
  - Communication Barriers
  - Defining Communication Success
  - Stages of the Communication Process: Sender, Message, Channel, Receiver, Feedback and Context
  - Effective Listening (the Greatest Communication Skill of All)
- Business Email
  - Advanced Technology Does Not Replace Communications Know-how
  - The Eight-Step Process for Effective Email Communication
  - When to Email and When to Pick up the Phone?
  - Discussion: Pro's and Con's of Email (One Dimensional Communication)
- Business Telephone Calls and Messages
  - The Art of Listening: Expect to Spend 50% of Your Time in Active Listening
  - Passive vs. Active Listening
  - People Speak at 100-175 WPM, They Can Listen Intelligently at 600-800 WPM; What Does This Mean for Effective Communication?
  - Avoiding "Mind-Drift"
  - The Three Steps of Listening with Purpose
  - Giving Feedback: How Personal Filters, Assumptions, Judgments, and Beliefs Can Distort What You Hear
  - Role Play: Listening with Purpose
  - Four-Steps Process for Leaving an Effective Telephone Message
  - Four- Step Process for Returning Telephone Messages
  - Six "Must Do" Courtesy Tips
- Business Letters
  - Why Write a Business Letter?
  - The Twelve Format Items of a Business Letter

- Running (Chairing) a Business Meeting
  - Agenda Development
  - Time Allotment for Participants
  - How Much Technology Is Too Much? Cell Phones and Laptops
  - When Items and Issues Need to Be Delegated to Offline Follow up Meetings
- Communicating Internationally
  - Do Your Homework
  - Discussion: Cultural Differences
- Wrap up and Follow Up

## **How You Will Learn**

- A seasoned instructor will present this course in “workshop” (lecture/practice) format.
- Since people learn differently, all modes of adult learning -- visual, audio and kinesthetic – will be employed in delivering this class.
- You will receive a printed Participant Handbook which will help you remember and retain what you learned in class and apply it on your job.

Developed

May 28, 2008f