

Business Communication Skills

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Business Communication Skills

Course description

This course is aligned to unit standard 12153 – Use the writing process to compose texts required in the business environment. Level 4, 5 credits.

Course duration

This course is scheduled for five (5) days from 9:00 till 16:00.

Course pre-requisites

None.

Topics Covered

- 1 Communication: its nature, scope and purpose**
 1. A common thread
 2. The special ingredient
 3. The management dimension
 4. The nature of communication
 5. The bonus of message plus method
 6. Seeking after excellence
- 2 What makes for effective communication?**
 1. The difficulties of making communication effective
 2. Aids to effective communication
 3. Positioning your communication
 4. Projecting the right impression
 5. Amplifying communications
- 3 Prerequisites for success: preparation and listening**
 1. A fundamental truth
 2. Listening
 3. Preparation: a moment's thought
 4. Setting objectives
 5. Deciding the message
 6. Putting it together
- 4 Being persuasive: getting agreement from others**
 1. The logistics
 2. Do unto others
 3. The thinking involved
 4. Your manner
 5. Making a persuasive case
 6. Feedback
 7. Securing agreement
 8. Anticipating objections
 9. Options for handling
 10. Excuses
 11. Reaching a conclusion



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12. What next? – follow-up action
- 5 **Presentations: speaking successfully ‘on your feet’**
 1. The importance of presentations
 2. A significant opportunity
 3. The hazards of being ‘on your feet’
 4. Presenters’ nightmares
 5. Preparing to present
 6. The structure of a presentation
 7. Speaker’s notes
 8. Visual aids
- 6 **Telephone communication: its special nature**
 1. The nature of voice-only communication
 2. An inherent fragility
 3. An opportunity
 4. The switchboard
 5. Taking a call
 6. Projecting the ‘personal/corporate personality’
 7. A telephone ‘handshake’
 8. Making the voice work for you
 9. A wrong impression
 10. Voice and manner
 11. Use of language
 12. Listening
 13. Creating a dialogue
 14. Projecting the right image
- 7 **The nature of the written word**
 1. A fragile process
 2. A major opportunity
 3. What makes good business writing?
 4. Why are we writing?
 5. Powerful habits
 6. Earning a reading
 7. A significant opportunity
- 8 **The writing process: what to say and how to say it**
 1. The difference language makes
 2. Readers’ dislikes
 3. The writer’s approach
 4. The use of language
 5. Making language work for you
 6. Mistakes to avoid
 7. Following the rules
 8. Personal style
- 9 **The different forms of written communication**
 1. Write right
 2. First principles



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3. Letters with specific intention
4. Reports
5. Formats demanding special approaches

[For bookings or more information](#)

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