Course Title Business Communications

Course Overview:

Business Communications is the area that most businesses say they need to improve in. One mistake, whether it is a spelling error or a copy and paste error, it can have your customers feeling that they are not unique and properly cared for – it also sends a negative message to the marketplace about your company. In addition to this internal communication is at the hub of success, I am sure you would agree that most problems can be tracked back to the root of poor communication.

Target Audience:

This course is at a basic level and covers all the important key areas of communication that each and every employee should be exposed to. It creates awareness of the importance and value of good communication with many tips and techniques to take away and use in the workplace.

Duration: One Day

Programme Modules:

Module 1: Introduction to Business Communication

- What is Business Communication?
- A Model for Communication
- Verbal vs. Nonverbal Communication

Module 2: Developing a Business Writing Style

- Identify the Role of Written Communication
- The Qualities of Good Written Communication
- Communication Checklist
- Developing an Effective Writing Style
- Types of Audiences

Module 3: Types of Business Writing

- Business Letters
- Letter Format Styles
- Good News and Persuasive Correspondence
- Positive Messages
- Persuasive Messages
- Report Writing
- Netiquette