

## **Effective Business Communications training -2 days**

This Business Communications training course enables you to develop business communications that make your point quickly, clearly and persuasively. You will learn how to structure your thoughts, analyse your audience's needs, develop key information and present it at the right level of detail so that it get the results you hoped for.

This business communication course is highly practical to give you the opportunity to apply the techniques covered. To enable you to develop and improve your communication skills so that ideas are expressed clearly, concisely and effectively. and to apply these skills to a wide range of business communications.

### **Effective Business Communications Training Course**

#### **Objectives:-**

During the comprehensive two day Effective Business Communications training course, you will learn a set of strategies for communicating which can be applied to all situations, including long complex reports or proposals, presentations, emails or text messages, voice mails, or short concise documents.

### **Effective Business Communications Training Course Content**

- Introduction and overview.
- Objectives.
- Audience and communicator challenges.
- Pitfalls of conventional approaches.
- The research-based approach.
- The principles of effective communication.
- Guidelines for optimal transfer of information.
- Using a modular approach to construction.
- Information types.
- Identifying the six basic information types.
- A tool kit of presentation techniques that enables you to create the desired impact.
- Applying the research-based principles.
- Identify the purpose of your communication and the desired response.
- Using analysis to define your audiences' needs.
- Methods to present decisions and actions effectively.
- A proven approach to organizing information.
- A unique organizing tool: imaginary dialogue strategy.
- How to make sure that you address the right level of detail.
- Instant frameworks for the most frequently written business documents.
- Examples of effective documents for quick reference.
- The strategies that make writing reports systematic and easy.
- Refining your analysis and content.
- Adapting your style for different audiences and to meet different objectives.
- Conquering the problems of sequencing, making smooth transitions, being concise and knowing when to stop.
- Maximizing the effectiveness of communications.

#### **Effective Business Communications Course Prerequisites:-**

- There are no prerequisites for this business communications training course