

Effective Business Communication

(Two day Workshop)

About the Course

This highly effective two-day course offers professional people the chance to hone their communication skills necessary to compete in today's cut-throat competitive work-environment. This essentially participative workshop is designed over a wide range of skill areas using real-life business situations which would help make a mark and earn an extra mile in the business arena.

The principles and concepts of Effective Business Communication are driven home through a number of role play, games and group activities to be best implemented in real life business situations so that the participants can squeeze out maximum benefit from this intensive interactive workshop.

Workshop objectives

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

- ❖ Use, international business English for day to day business correspondence
- ❖ Acknowledge and implement techniques for effective socialising and networking behaviours
- ❖ Identify behaviours that help and hinder business meetings
- ❖ Manage meetings more effectively
- ❖ Identify the problem areas of written communication
- ❖ Learn the significance of assertiveness and the difference between assertive, aggressive and passive behaviour
- ❖ Master a range of assertiveness techniques – being positive, having self-confidence, able to negotiate and reach workable compromises, learning to say 'No' without guilt
- ❖ Understand the perspective to be assertive and be able to better influence business situations

Workshop Contents

The two day workshop would cover the topics as noted below.

Making a first lasting impression

- Effective and ineffective networking behaviours
- Making a good first impression – voice only communication / verbal / visual communication
- The Networking Game – role play to practice effective networking habits and business small-talk

Manoeuvring meetings

- Identifying common problems with business meetings

- Tips and techniques for making meetings more effective
- The language of meetings – model functions and phrases
- Dealing with difficult people

Crafting Power mails

- Using an international business style and standard for official letters and e-mails
- Using the POWER model in the writing process
- Identifying and eliminating common errors
- Using the tools of written business communication - memos , reports & proposals

Positive Influencing Skills

- Realizing the difference among Assertive behaviour / aggressive behaviour / passive behaviour
- Barriers to assertive behaviour / finding the right words /making requests / saying 'No'& setting limits / giving and receiving feedback
- Developing influencing strategies: Using the EDICT model
- Knowing the sources of influencing power /sorting facts from assumption / learning to disagree / workable compromise / dealing with non-assertive people
- Putting together an influencing plan