

Communication Acumen for Today

This program focuses on the purposes of communication, desired results and on individual strengths and weaknesses. The different communication styles and techniques are explored and the steps required to ensure understanding are outlined.

Program Content:

Introduction

- What is Communication?
- What's New in Communication?
- How Communication Has Changed

Implications of Change in Business Communication

An Organized Approach

- Who are You Communicating With?
- Understanding the Importance of What You are Communicating
- Methods of Communication
- Engaging People With Precision

Writing for Impact

- The 10 C's of Business Communication

Getting the Most Out of Your Communications

- A Conversation's Goal
- Consider Your Tone
- Diction: Selecting the Best Words
- Improving Your Listening Skills
- Goals to Improve Your Communication