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Principles of Effective Communication

Course Code: 1140   **Course Duration:** 1 day

Communication skills can be some of the most challenging for a manager at any level to master. It is something we all do regularly but few do well. The challenge is to send and receive messages that are understood and acted on. Career success comes from being able to communicate in writing, in a succinct and persuasive way. This full day course explains and illustrates the most important principles and practices of successful verbal and written communication. This course outlines strategies that will make your verbal messages more effective and your writing cleaner, crisper and more effective.

Course Description: Through several exercises and practice experiences, you will be introduced to key verbal communications skills - active listening, empathy and body language. The course objective is to illustrate how to formulate and deliver messages that are correctly understood and appropriately acted on. In addition, many government agencies and departments require a business case document or presentation for a project. This document can be extremely important in determining whether your project is funded and the visibility and priority given to it. This course explores what it takes to write an effective and targeted business case.

Topics List:

- Communications quality standards
- Communications as negotiations
- Interpersonal communications model
- How to uncover hidden meanings in conversation
- Fundamentals of effective presentations

Outline

1. Communications Overview
    a. Recognize the ingredients of effective communications
    b. How messages are received
    c. Formulate communications that are effective, efficient and successful
    d. Keys to efficiency, effectiveness and success
2. Interpersonal Communications
    a. Define interpersonal communications
    b. Recognize the effect of multiple intelligences on communications
    c. Apply the communications model
    d. Actively listen
    e. Manage your nonverbal communications
3. Business versus Literary Styles
    a. Business writing is different from literary writing
    b. Tips for better writing
    c. Using templates

4. Business Cases
    a. Form and function of business cases
    b. Dismantle business cases into their key ingredients
    c. Plan and present an effective business case
5. Appendix - Technical Communications
    a. Definition of technical communications
    b. Communicating the message
    c. Translating technical communications for non-technical audiences
    d. Using metaphors and analogies

Who Should Attend: Project managers, team leaders, functional leaders, technical specialists, trainers, project leads.