

Strategic Business Communication

Duration: 5 Days

Language: en

Course Code: IND11-111

Objective

Upon completion of this course, participants will be able to:

- Master diverse communication styles for improved understanding and rapport.
- Develop effective written communication for reports, proposals, and emails.
- Enhance presentation skills to deliver persuasive business presentations.
- Navigate and manage cross-cultural communication challenges.
- Utilise emotional intelligence in professional interactions.

Audience

This course is intended for:

- Professionals with evolving communication responsibilities.
- Individuals seeking to improve their communication skills in managerial roles.
- Those reporting to senior executives or the board.

Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension. Including:

- Interactive lectures and discussions.
- Real-world case studies and examples.
- Group projects and collaborative exercises.
- Hands-on training with communication tools and frameworks.

Summary

This comprehensive course focuses on developing advanced business communication skills crucial for organisational success. Participants will learn practical tools and techniques to enhance their communication effectiveness, from verbal and nonverbal cues to written and digital communication. The course emphasises understanding various communication styles, improving presentation skills, and managing cross-cultural interactions to achieve professional objectives confidently.

Course Content & Outline

Section 1: Introduction to Business Communication

- Importance of effective communication in business
- Barriers and pitfalls in communication
- Overview of communication channels and styles

Section 2: Verbal and Non-Verbal Communication

- Enhancing verbal communication skills
- Understanding and using body language effectively
- The role of tone and voice in communication

Section 3: Written Communication Techniques

- Writing effective business letters and emails
- Creating professional reports and proposals
- Managing and structuring written communication

Section 4: Presentation Skills

- Characteristics of effective presentations
- Structuring and delivering persuasive presentations
- Using visual aids and handling audience questions

Section 5: Cross-Cultural Communication

- Navigating cultural differences in communication
- Strategies for effective cross-cultural interactions
- Case studies on cross-cultural communication challenges

Section 6: Section 6: Emotional Intelligence and Communication

- Understanding emotional intelligence in communication
- Building empathy and active listening skills
- Managing conflicts and difficult conversations

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Customer Service & Public Relations (PR), Media and Marketing

Tags

Business, Business Management, Communication skills

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