



SPARTAN
Allied Services

Deliver Results - Create Value

EFFECTIVE BUSINESS COMMUNICATION

Training Course Outline

Program Overview

In the current business world, companies are expanding operations into new geographical locations, globalization is shrinking the world, and the disruptive nature of new industries are creating new markets altogether. In this continuously evolving environment, the need for effective communication practices is more important than ever before. Given the dynamic nature of business, we cannot overstate the importance of a sound understanding of proper protocol and etiquette for both internal and external communication. Whether you're reporting the progress of a new internal cost-cutting initiative to your organization's senior leadership, or discussing a procedural change in the invoicing process to an existing client, or simply sending an email to your colleague reminding him to pick up his mail from the mailroom, the fact remains that all forms of communication must be concise, correct and compliant to established business standards.

As with most Skills Development Courses, the successful achievement of Effective Business Communication training's desired outcomes is best achieved through practical application and repetition.

Duration

2 Day Program, preferably consecutive

Learning Objectives

At the end of the training program, the participants will be able to understand:

- The concept of effective business communication
- The basic communication models and types
- The barriers to effective communication and how to overcome them
- Industry-standard tools to enhance professional communication
- The anatomy and principles of verbal communication
- The fundamentals and elements of effective business correspondence
- How to categorize the target audience and construct communication appropriately
- How to expand their business vocabulary and improve the quality of their communication
- How to utilize what had been learned in training to specific activities through practical application

Target Audience

All employees who construct inter- and intra-organizational correspondence and documents will greatly benefit from this course.

- Sales, Marketing and Business Development Staff
- Client Services and Service Delivery Management and Staff
- Administrative Staff
- Human Resources Staff
- Finance Staff
- Customer-facing Representatives
- Executive Assistants
- Operational and Tactical Management/Leadership
- Support Staff

- Quality Assurance/Control Staff
 - Learning and Development Staff
- Data and Reports Analysts

Program Structure and Outline

The training course will follow the outline as indicated below:

- The Concept of Effective Business Communication
- Basic Communication Models and their Components
 - Berlo's Communication Model
 - Osgood-Schramm Communication Model
 - Shannon and Weaver Communication Model
- Communication Types
 - Verbal Communication
 - Non-Verbal Communication/Interpersonal Communication
 - Written Communication
 - Visual Communication
 - Formal and Informal Communication
- Barriers to Effective Communication
 - Language Barriers
 - Psychological Barriers
 - Physiological Barriers
 - Physical Barriers
 - Attitudinal Barriers
- Tools and Strategies to Enhance Communication
 - Active Listening and Paraphrasing
 - The Art of Empathy
 - Effective Questioning
 - Positive Scripting
 - Setting the Proper Expectations
 - The 5 C's to Effective Communication
- Conversation (Verbal/Oral Communication)
 - Anatomy of a Conversation
 - Opening a Conversation
 - Threading (Content)
 - Closing a Conversation
 - Knowing your Audience
 - Rules of Conversation
 - Principles of Meaningful Conversation
 - Para-language
 - Pitch
 - Tone
 - Volume
 - Speed
- Correspondence (Written Communication)
 - Fundamentals of Written Correspondence
 - Grammar
 - Spelling
 - Punctuation

- Paragraph Organization
- Sequencing
- Elements of Correspondence
- Etiquette and Netiquette
- The Five Step Writing Process
 - Planning
 - Gathering/Organizing
 - Composing/Drafting
 - Revising/Editing
 - Proofreading and Publishing
- Business Vocabulary
 - Business Glossary
 - High impact words and terms
 - Constructing meaningful messages
- Workshop

WHY CHOOSE SAS MANAGEMENT?

WE DELIVER RESULTS

SAS Management, Inc. has consistently proven its capability to deliver and exceed our clients' expectations. We are the only AXELOS Consulting Partner in the Philippines. Our pool of consultants and trainers are seasoned industry veterans who have above-average qualifications and certifications such as Business Management, Process Improvement, and Organizational Development Programs.

WE CREATE VALUE

SAS Management, Inc. believes in ensuring that our services meet the intended needs of our clients. To us, it is more than just providing training and consulting, but rather ensuring that these are the things that our clients really need. This is why SAS Management, Inc. is probably the only training provider that does a thorough needs assessment prior to providing a proposal. Our goal for every proposal is to CREATE VALUE for your organization.

PARTNERS & AFFILIATES

