

Business Communication for Professionals

Part I - Improving Written Business Communication (Tools & Techniques for improving written communication skills)

In today's business world, managers and executives, indeed all employees of an organization must possess excellence in written and oral communication. The visible difference between employees who are on Fast Track of their careers with high growth rates and average growth rate is the command over business communication; Written and Oral both.

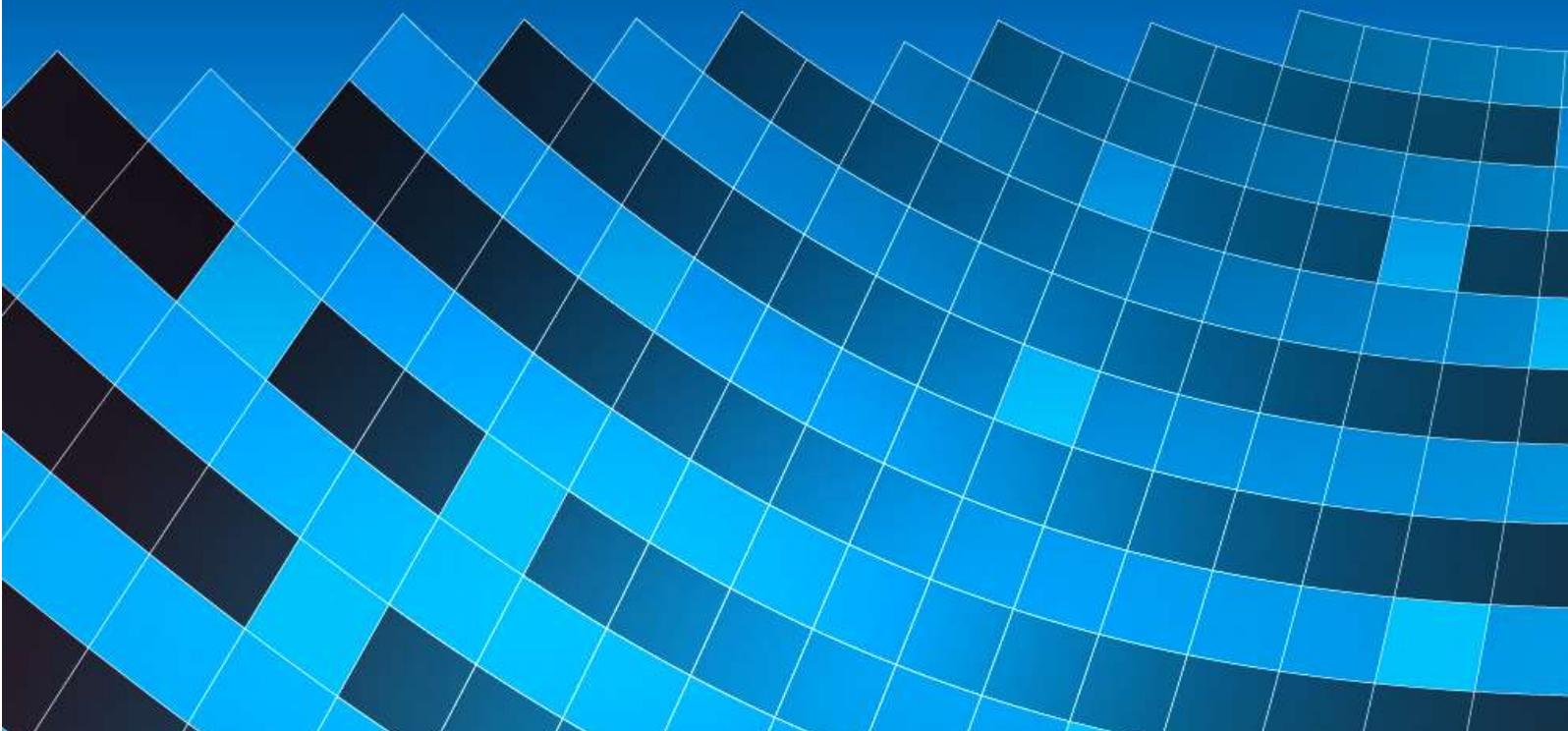
As a professional, your ability to express thoughts, ideas and plans in written format is extremely important as it creates the first impression on the reader. The first impression taken is not about the thought, idea or plan; it is about your structuring and presentation of the written content.

There exists a directly proportional relationship between the quality of the content (how the content is structured) and the interest level of the reader. The better the quality of the content in form of structures, the more reader interest is ensured.

With the above conditioning in mind, as a professional it becomes imperative for you to go through a fast-track course on how to improve written business communication in order to present your thoughts, ideas and plans to the management and create a lasting impression on the reader's mind.

Training Outcome

- Fundamentals of Communication; importance, principles, measures and theories of communication
- Communication in Business; the various dimensions of business communication and how these impact professionals
- Hands-on the principles of business communication through Workbook exercises using case studies



Communication Module I – Fundamentals of Communication

- Concept & Historical Background
- Objectives of Communication
- Measuring Communication Success
- Theories and Models of Communication
 - Lasswell Model
 - Shannon and Weaver Communication Model
 - Bruce Westely and Malcolm MacLean Model
 - David Barlo
 - Wilbur Schramm
 - D. Lawrence Kincaid

Communication Module II – Business Communication; the ladder to success

- Role & Importance of Business Communication
- Communication Networks within Organizations
- Modes of Business Communication
- Barriers to Communication
 - Sender Oriented Barriers
 - Receiver Oriented Barriers
 - Noise

Communication Module III – Principles of Written Communication; preparing for Success

- Workbook exercise – application of 7 C's (Completeness; Conciseness; Consideration; Concreteness; Clarity; Courtesy; Correctness)
- Workbook exercise – application of 4 S's (Shortness; Simplicity; Strength; Sincerity)
- Workbook exercise – application of AIDA (Attention; Interest; Desire; Action)
- Workbook exercise – application of Grammar Structures
 - Identify Problem in the sentence Structure
 - Resolving Problems & Conflicting Structures
- Workbook exercise – drafting official letters and memos
- Workbook exercise – taking notes and drafting minutes of meeting
- Workbook exercise – Good News and Bad News Written messages

Who Should Attend?

This Course is highly beneficial for All the Aspiring and Progressive Executives, Assistant Managers, Supervisors or Team Leaders who need to improve & enhance their Written Business Communication abilities in a multifaceted business and workplace environment

These include:

- ✓ New and Prospective Managers
- ✓ Team Leaders & Members
- ✓ Department, Unit or Division Managers
- ✓ Line Managers
- ✓ Supervisors
- ✓ Support Managers,
- ✓ Executives
- ✓ In-charges