



# ADVANCED BUSINESS COMMUNICATIONS SKILLS

Our **ADVANCED BUSINESS COMMUNICATIONS SKILLS** Course is accredited by the **Local Government Sector Education and Training Authority (LGSETA)** and covers unit standards 8976 at NQF level 4 with 5 credits.

## OVERVIEW

Effective Business Communication skills are among the most essential for every professional. We use all types of business communication (both verbal and non-verbal) in today's workplace on a daily basis. Thus, we must use them with maximum efficiency and be able to share information clearly while listening and hearing those around us. Whether you are talking to a team member or presenting your ideas to the public, effective business communication techniques are the key to reaching your goals.

This course equips you with useful, practical tools and techniques. It helps you to fine-tune the way you interact and reveals all the secrets of this area, from the various channels of business communication, styles, and models to the advanced techniques of cross-cultural and two-way interaction. The ability to share information effectively empowers you to converse, command, and delegate as well as recognize subtle non-verbal signs and to achieve your professional objectives with emotional intelligence and confidence.

## LEARNING OUTCOMES

After successfully completing this course, you will be able to:

- Main styles, channels and models and how to use them professionally
- Mastering verbal and non-verbal tools to achieve maximum results
- Psychology of interpersonal communication
- Basic elements of cross-cultural connections and cultural awareness
- Top skills of effective corporate interaction to become the best communicator

# ADVANCED BUSINESS COMMUNICATIONS SKILLS

## INTRODUCING THE WORLD OF MODERN BUSINESS COMMUNICATIONS

- Communication process
- Revealing the factors affecting communication & Mehrabian Rule
- Risks of poor communication and the key elements of effective communication
- Difference between business communication and interpersonal communication
- Internal vs. External business communication
- Business Communication channels and tools
- Exploring communication styles and models

## MASTERING VERBAL AND NON-VERBAL COMMUNICATION ASPECTS

- Understanding key elements of efficient speaking in a business environment
- Developing listening skills
- Crucial elements and components of non-verbal communication
- Adjusting your non-verbal communication to the situation and building rapport
- Proven tools and techniques to improve verbal and nonverbal communication

## TELEPHONE COMMUNICATIONS

- Fundamental rules of telephone business communication
- Telephone etiquette
- Exercises to lead your telephone skills to the next level

## WRITTEN BUSINESS CORRESPONDENCE - HOW TO USE WITH MAXIMUM EFFICIENCY

- Differences between written and spoken communication and their implications
- General standards of using written business correspondence
- Business letters
- Professional agendas and minutes
- Instructions and guidelines
- Proposals
- Reports

## DIGITAL BUSINESS COMMUNICATION

- Emails
- Social media
- Messengers
- Video conferences

## COMMUNICATION RULES AND PSYCHOLOGICAL ASPECTS

- Importance of keeping your emotions under control
- Knowing common communication barriers/filters and how to avoid them
- Communication with confidence
- Assertiveness skills and techniques
- Persuasion and influence – fundamentals, tools, and techniques

## DEALING WITH BUSINESS COMMUNICATION CHALLENGES EFFECTIVELY

- Giving and receiving feedback
- Resolving conflict – fundamentals of conflict management
- Dealing with difficult people
- Business negotiations
- Cultural awareness and main rules to follow in cross-cultural communication
- Culture and communication strategies
- Networking

## EFFECTIVE BUSINESS MEETINGS

- Structure of an effective meeting
- Group Discussions
- Briefings

## PRESENTATION SKILLS

- Characteristics of effective presentations
- Preparing a persuasive business presentation
- Choosing words for maximum impact
- Handle difficult audiences