

# MANAGEMENT DEVELOPMENT PROGRAMMES

## COMMUNICATION, PERSUADING & INFLUENCING SKILLS

- Course Title : **EFFECTIVE BUSINESS COMMUNICATION & WRITING**
- Course Code : CPI : EBC&W
- Course Overview : Good writing and communication skills are vital to any business! Therefore, this course is to develop communication skills in relevance to the business environment. The course is designed to enable participants to present their message both interestingly and accurately, whilst projecting the correct corporate image of the organisation.
- Target Audience : This course is a core communication course designed for all staff; heads of departments; sales personnel; executives; administrators and secretaries.
- Selected Session Topics : - **Comprehensive of the communication process**
  - How communication works
  - Barriers and breakdown to effective Communication
- **Effective written communication, planning and organising; tone and style; editing and revising; formatting**
- **Strategies: conveying persuasive, favourable and unfavourable messages**
  - Reducing negative effects of refusals
  - Avoiding early direct/negative approaches
- **Comprehend and summarise contents of business documents and respond appropriately**
- **Report Writing**
  - Purpose and types of reports
  - Characteristics and format of short reports
- **Incorporate interpersonal and customer relation skills in business documents and respond appropriately to situations**
  - Importance of customer relations
  - Responding to complaints and difficult situations
- **Writing minutes of meeting**
- Key Take-Away : - Understand how we can always influence a relationship.
- Identify the behaviours associated with good working relationships.
- Appreciate the impact of relationships on personal performance, on colleagues and clients.
- Know when and how to use a range of skills.
- Clarify the reader's needs and what you want them to know, do and feel.
- Edit your report for accuracy, brevity and clarity.

