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## **Communication Techniques – Written and Verbal**

### **A two-day programme**

We give an insight into the preparation of a business report so that it gives impact and sells your ideas. You will gain an understanding of how to design, plan and deliver a verbal presentation, and become aware of the importance of marketing an idea. We show you how to design business reports that give impact and that persuade people to your ideas by reasoned argument. We show you how to deliver verbal presentations that are professional and meaningful. We also cover the other forms of communication skills such as using the telephone, writing a letter and the newer forms of communication such as e-mail and the use of the Internet.

### **Key elements of communication**

What is a communication? To start with, it is not a lesson and the communicator cannot think of their role in terms of a teacher, but only as a conveyor of information. None of the recipients is going to sit an examination and answer questions on the information. A communicator cannot set them homework, or give individual attention to people who do not understand the message or stop to give a quick test to see who has been paying attention. Communication is about delivering a message, raw information, and knowledge or to persuade, in either the written or verbal form.

In addition, communication needs lots of planning and organisation because there are several questions to answer before you start, such as what is the objective and who are the audience and what are their preconceptions and beliefs. So the maxim is ready (plan), aim (target the audience) and fire (tell them). The other very important factor is the knowledge of the audience, especially where your presentation or your report has to appeal to an audience with a wide variation in knowledge. It is therefore crucial to be able to appeal to this wide audience without boring the experts or blinding the novices with science.

### **The programme enables participants to:**

- Understand the limitations of the way you can communicate
- How to communicate effectively using verbal and non-verbal techniques
- Learn the difference between just telling people and communicating with them
- Understand how the different communication techniques can be misused
- Develop your overall communications skills to a more effective level

### **Learning outcomes**

You will understand the importance of not just talking at people or telling them, but communicating in a way that naturally enlists their compliance and help. Each person will understand the benefits of the various methods of communication, their benefits, and the pitfalls. This improved process of restructuring the way you communicate will make life easier and more productive for you and those with whom you communicate.

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## Programme Agenda

### The process of communication

The objectives of communication  
The meaning of words  
Non-verbal communication  
The context and situation  
Barriers to communication  
Planning communication

### Listening and reading

Listening the neglected skill  
Reasons for improving listening  
Are you a good listener?  
Ten aids to good listening  
Reading priorities  
Scanning  
Improved reading methods

### Letter and Memo writing

When to write a letter  
Letter construction  
How to write a memo and when not to  
E-mail do's and don'ts

### Production of a report

How to write reports  
Avoiding common writing problems  
Using graphics and visual information  
Checklists  
Execution

### Typical delegates are:

Those people who need to improve their communication skills by updating themselves in the multifarious ways of communicating. The training is also for those people who need to polish their written and verbal skills thereby improving the way they communicate information, knowledge, or ideas to other people in such a way as to influence them to their way of thinking.

### Effective speaking

Basic speaking skills  
Qualities to aim for when speaking  
Planning a presentation  
Giving a presentation  
The use of visual aides

### Talking on the telephone

Telephone problems  
Basic telephone rules  
Switchboard operators  
Making a call  
Gathering information  
Answering the telephone  
Voicemail

### Planning a report

What is high quality documentation?  
Analysis of writing  
A writing strategy  
Getting organised  
Product descriptions

### Non-verbal communication

Meta-communication and paralanguage  
The language of silence  
The language of time  
Body language and kinesics  
Conflict between verbal and non-verbal communication