



Business Communication Series

(2 day Instructor-Led Course)

Course Overview

The CBP™ Business Communication Certification equips the business professional with the best communication practices and develops business communication as a discipline.

The CBP™ Business Communication certification module explores the study of the process of communication in the business environment, allowing us to understand how to make better choices in our day to day communication.

Who Should Attend

This course is recommended for business leaders, senior executives, managers, supervisors, front-line employees and other professionals, who wish to specialize in the business communication segment.

Prerequisites

There are no prerequisites.

What You Will Receive

Students will receive an official course manual for post class reference and review.

Certification Preparation

This module prepares candidates to sit the Certified Business Professional exam – C50-510

Follow-up Courses

- Leadership Series
- Sales Series
- Business Etiquette and Professionalism Series
- Customer Services Series

Course Outline: CBP™ Business Communication Series

Module 1: Introduction to Business Communication

- What is Business Communication?
- A Model for Communication
- Encoder/Decoder Responsibility
- Medium vs. Channel
- Noise
- Feedback
- Some Final Questions
- Verbal vs. Nonverbal Communication

Module 2: Developing a Business Writing Style

- Identify the Role of Written Communication
- The Qualities of Good Written Communication
- Communication Checklist
- Developing an Effective Writing Style
- Types of Audiences

Module 3: Types of Business Writing

- Letter and Memo Formats
- Business Letters
- Letter Format Styles
- Business Memos
- Good News and Persuasive Correspondence
- Positive Messages
- Persuasive Messages
- Managing Report Writing
- Parts of a Report
- Netiquette

Module 4: Writing for Special Circumstances

- What is Tactful Writing?
- Rules for Tactful Writing
- Writing a Bad News Letter
- Why the Need for Persuasive Writing?
- Strategies for Persuasive Writing
- Writing a Bad News Letter

Module 5: Developing Oral Communication Skills

- Speech Styles or Delivery Formats
- Elements of Good Oral Communication
- Principles of Effective Speeches

Module 6: Developing Effective Presentation Skills

- Different Types of Presentations
- Informative Presentations
- Persuasive Presentations
- Goodwill Presentations
- The Anxiety of Presentations
- Appropriate Attire for Presentations
- The Consideration of Context and Culture
- Critical Points When Preparing for a Presentation
- Simple Techniques for using Visual Aids
- What is a Visual Aid?
- Tips for Preparing and Using Visual Aids
- The Importance of the Use of Technology in a Presentation
- Importance of a presentation checklist
- What should you include on the checklist?

Module 7: Dealing with Business Communication Challenges

- Active Listening
- Tips for active listening
- What is Conflict Resolution?
- The Manager's Responsibilities – Mediation
- Cross Cultural Challenges
- Responsibility of the Cross-Cultural Communicator