

American Management Association's Business Communication Certificate Program

Learning Objectives

- Learn How to Build Connections That Foster Trust and Rapport
- Build Commitment, Consensus, and Collaboration Throughout Your Organization
- Tailor Your Communications to Your Target Audience
- Tap into the Power of Your Communication Style to Get the Results You Want
- Apply Skills to Connect and Engage with Audiences, Whether in Person or Across a Digital Divide

The Power of Self-Awareness and the Importance of Perception

- Identify Your Own Personality Type and How It Impacts Your Use of the Five Keys of Effective Communication
- Identify Others' Personality Types and How Type Differences Impact Communications
- Use Type Knowledge to Improve Communications
- Describe How Our Perceptions of Others Can Impact Communications

The Three Vs of Communication: Vocal, Verbal, Visual

- Describe the Impact of Three Vs on Communication Perceptions
- Demonstrate the Impact of Nonverbals on Communication Perceptions
- Apply Three Vs to Your Own Communication Planning

Strategies for Effective Listening and Building Rapport

- Demonstrate Effective Questioning and Listening Skills to Build Rapport

Authentic Communication and Influence

- Link Authentic Communication with Style Awareness and Effectiveness in Influencing
- Describe Ways to Flex Style to Influence Others
- Plan and Demonstrate Authentic Communication Intended to Influence Another, Using Appropriate Style Flexing and Three Vs
- Explain How Storytelling Can Improve Rapport and Influence
- Identify When Storytelling Can Improve Your Ability to Connect with and Influence Others
- Develop and Tell a Credibility-Building Story

Create Impactful Messages for All Communication Methods Using the Five Keys

- Explain the Importance of Adjusting Messages Based on Style, Modality, Organizational Level, and Knowledge
- Prepare for a Conversation Using the Five Key Skills Worksheet
- Customize Message Planning to Incorporate Audience or Modality Considerations

Writing to Succeed in Business

- Identify the Purposes for Business Writing
- Describe Techniques for Writing to Influence Others
- Create a Plan to Write to Influence Others
- Identify Strategies for Organizing Information to Accomplish Your Writing's Purpose
- Describe How Visuals Can Enhance Reader Understanding
- Prepare a Plan to Write Your Document, Considering Your Audience, Purpose, and Content
- Describe a Two-Step Editing Process That Will Improve Your End Product

Presentation Skills

- Identify the Elements of Great Presentations
- Describe the Types of Presentations and Explain the Impact of Modality Selection on Your Effectiveness
- Describe Techniques for Fostering Audience Engagement During Different Types of Presentations
- Describe Techniques for Managing Presentation Anxiety

Communication in Action: Capstone Activity

- Exhibit Confidence and Competence in Applying Skills and Techniques of Effective Business Communication
- Create a Plan for Integrating Skills Learned into Business Communications