

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