



EFFECTIVE ORAL AND WRITTEN COMMUNICATION

Objectives

Effective Written and Oral Communication is a leadership course designed to help participants learn both writing, small group, and presentation communication skills in a two-day class. It combines materials from the one-day Writing and Oral Communications classes, showing how to apply techniques that work well in writing to effective nonverbal, interpersonal, small group, and presentational speaking. Refined at General Electric Power Systems, this is our most efficient class format.

Pework and in-class one-on-one interviews

An important feature of Oral Communication is the personal attention paid to each participant. Building on a prework assignment, students prepare a presentation during the workshop. In the morning they practice parts of the presentation, and in the afternoon, they tape the entire presentation, followed by a one-on-one confidential review with the instructor.

Outline

- ◇ Setting clear, measurable, results-oriented interpersonal and company communication objectives
- ◇ Organizing effective openings that gain attention, orient readers to the purpose of the communication, and forecast how the presentation will proceed
- ◇ Positioning points in Tell and Sell presentations for maximum clarity and impact
- ◇ Preparing a closing that restates the speaker's purpose, reviews its main supporting points, and ends on a note of finality
- ◇ Answering questions and objections effectively
- ◇ Delivering the message confidently and authoritatively
- ◇ Using visual aids appropriately
- ◇ Listening for content and emotion
- ◇ Leading groups effectively
- ◇ Leaving telephone messages that get results

Length: One full day

Number of participants: Up to 12 per session with one facilitator; up to 18 with two facilitators

Find out more:

Communiskills offers trainings to bring effective communication to your organization. Visit our website, www.Communiskills.com, for more information.