



# BUSINESS COMMUNICATION for SUCCESS

NATIONALLY RECOGNISED & INTERNATIONALLY ACCREDITED

## OVERVIEW

Given the diverse nature of audiences, the complexity of the communication process, and the countless options and choices to make when preparing your speech, you may feel overwhelmed 'Business Communication for Success' helps you overcome these difficulties. It helps the writer, designer, or speaker answer questions like "Does the audience understand my information?" "Am I emphasizing my key points effectively?" and "How does my expression and representation of information contribute to a relationship with the audience?" by taking into consideration the Aristotle outlined three main forms of rhetorical proof: ethos, logos, and pathos.

# WHAT YOU WILL ACHIEVE

Upon the completion of this course, you will be able to:

- Effectively deliver your message
- Learn the art of business writing
- Develop interpersonal and intrapersonal communication skills
- Enhance your presentation skills

## METHODOLOGY

Well-balanced theoretical and practical methodology, which includes interactive discussions, case studies, interactive activities/exercises and assignments to understand the concepts and their applicability

## WHAT YOU WILL LEARN

### Module 1: Effective business communication

- Delivering your message
- Understanding your audience
- Need for effective business communication
- Different scenarios of business communication

### Module 2: Effective business writing

- Writing preparation
- Writing
- Revising and presenting your writing
- Feedback in the writing process
- Business writing in action

### Module 3: Developing business presentations

- Nonverbal delivery
- Organization and outlines
- Presentations to inform
- Presentations to persuade
- Business presentations in action

### Module 4: Intrapersonal and interpersonal business communication

- Negative news and crisis communication
- Intercultural and international business communication
- Group communication, teamwork, and leadership

Each module focuses on clear objectives and skill demonstrations that can be easily linked to real life instances.

## FEE

**USD2,150 / per person**

### Group Discount:

- 2-4 pax : 2.5%
- 5-7 pax : 5%
- 8-10 pax : 10%
- 11-13 pax : 15%
- 14-16 pax : 20%

**\*\*\*All prices are VAT inclusive.**

### Fee Includes:

- 5-Day Training
- Nationally Recognized and Internationally Accredited Certificate of Completion
- Module Notes and Stationary
- Tea/Coffee Breaks
- Working Lunches

**\*Note:** all other expenses are to be borne by participants.