

Foundations of Business

Expert Speech and Writing Abilities

Introduction

Writing and speaking abilities must be of the greatest calibre possible in the modern business environment. Both your organization's reputation and your personal professional image can be positively or negatively impacted by your communication skills. It has a direct impact on how other people see your performance and work, as well as your chances of moving up the career ladder.

This Course N Carry Communication Skills Fundamentals training course has been especially created to enhance professionals' competency and provide them with the knowledge and self-assurance they need to achieve excellence in both written and spoken communication.

A plethora of useful advice on enhancing the efficacy of spoken and written communication is covered in this course. This training course is ideal for you if you want people to read and act upon your reports, memos, letters, and emails and if you want to be able to effectively and impactfully present your ideas.

This training session on Course N Carry Foundations of Business will emphasise:

- The significance of proficient written and spoken English proficiency
- Methods that have been shown to increase the efficacy of different written communication formats
- Using power language to increase impact and influence
- Presentation techniques that can win over even the most resistant audience
- How to use an organised process to produce succinct messages and credible messages

Objectives

After completing this training programme, you will be qualified to:

- Fulfill the needs of your audiences and readers by assisting them in achieving their own goals.
- To better understand other people and their needs and requirements, listen more intently and deeply.
- Write emails, letters, and reports with greater clarity, effectiveness, and professionalism.
- Speak more confidently in front of a group.
- Establish a rapport with your clients and audiences.

- Utilise the appropriate methods, resources, and abilities with assurance for a range of communication difficulties.

Training Methodology

A range of tried-and-true, highly interactive adult learning strategies are employed in this Course N Carry Foundations of Business training programme to guarantee that the material is understood, comprehended, and retained to the greatest extent possible. This consists of videos, guided group and individual exercises, and personal practice.

An extensive case study will be used to connect the course material. It will give practice presenting ideas both orally and in writing. You will pick up important skills from an experienced writer and speaker, put them to the test on your own, and get feedback. You will learn how to organise and plan documents, select a suitable style, and write and speak English clearly and accurately.

Organizational impacts

Teaching the principles of Interactive Economics to your employees can help drive organizational growth and seamless operations:

- A short course that equips employees with skills for the real world
- Employees receive enhanced and economically driven decision-making skills
- Helps create better marketing strategies for higher sales
- Provides a competitive advantage by helping make calculated risks

Personal Impact

Enrolling in this course can benefit you in the following ways:

- Gain a deep understanding of the relation between human behavior and finances
- Learn modern techniques to estimate market demand and prediction
- Attain leadership, adaptability, and decision-making skills
- Analyze and understand successful market strategies

Who should attend?

The goal of this Course N Carry Foundations of Business training programme is to advance participants' oral and writing abilities. It is intended for a broad spectrum of professionals whose line of work necessitates interpersonal communication:

- Fresh and Proficient Supervisors
- Line managers and Team Leaders

- **Experts**

- PR, HR, and marketing experts

Course Outline

Day 1

Laying the foundation for oral and written communication

- What constitutes effective communication in the business world?
- Creating a Detailed Brief through Intense Questioning and Listening
- How to Get Past Communication Obstacles and Ensure Effective Communication
- Building charisma, rapport, and mindfulness
- Emotional Intelligence's Function in Effective Communication
- The Kinds of Communication to Fit the Requirements of the Audience and Brief

Day 2

Enhancing Writing Proficiency

- Foundations of Business English: Essential Grammar and Syntax
- Foundations of Business English: Words and phrases to stay away from
- Why does having a clear structure aid in decision-making?
- Putting Together a Coherent and Logical Argument
- The Skoosh Case: Introduction: Recognising Common Writing Errors
- Brainstorming and mind mapping are techniques for generating ideas for writing and presenting.

Day 3

Expertly Composed Documentation

- Qualities of Successful Writing.
- Important Plain English Tricks and How to Use Them
- Staying away from Jargon, Clichés, and Management Speak
- Using Headings and Sub-Headings to Improve Clarity
- Making Use of Graphs, Tables, Figures, and Diagrams

Day 4

Learning the Business Persuasion Language

- Writing and Presenting with a Specific Goal and Target Audience in Mind
- Convincing Arguments
- A Method to Secure Support for Your Thoughts
- Strong Words and Phrases to Affect Results
- Persuasion and Influence: Lessons from Public Administration, Sales, and Marketing
- Creating an Effective Introduction and Conclusion

Day 5

Developing Professional Speaking and Communication Skills

- How can you manage your stress and calm down before giving birth?
- Introducing: dos and don'ts
- Using Stories to Deliver Important Messages
- Posture and Body Language for Achievement
- Practice: Providing and Getting Feedback to Improve Performance
- Assessment of Courses and Development of Action Plans