



## Certificate in High Impact Business Communication

Brilliant Reports, Proposal, Emails, Letters & Presentations

### ► Upcoming Sessions

26-30 Aug 2024	Online	\$3,950
----------------	--------	---------

### ► Training Details

#### Online Training Course Overview

To be a successful leader, you need to be a great communicator. This Anderson online training course will help you hone your communication skills for even greater business and personal success. There is a wealth of practical guidance on improving the effectiveness of various forms of written communication. This Anderson training course will present how writing and presentation skills can work in tandem to achieve results. So, if you want your reports, memos, letters and e-mail to be read with interest and acted upon and if you want to be able to present your ideas with impact and effectiveness, this is the course for you.

#### Online Training Course Objectives

**By attending this Anderson online training course, delegates will be able to:**

- Improve the effectiveness of your reports, proposals, emails, letters and other communication
- Develop more efficient writing processes, improving project and time management
- Meet the needs of your readerships/audiences enabling them achieve their own objectives
- Develop your presentational skills and the techniques to enhance impact and effectiveness
- Deploy the right techniques, tools and skills for a wide variety of communications challenges

#### Designed For

**A wide range of professionals and managers who would like to improve their business communication skills. It will particularly benefit:**

- Professionals who have greater communications responsibilities in their evolving roles or who are finding new communications challenges in their careers
- Individuals reporting up to senior executives or the board and want to shine
- Supervisors / Managers/ Department Heads with new communication challenges in their careers

### ► Training Details

#### Day One: Improving Business Communication

- Barriers and pitfalls of business communication
- Differences between written and spoken communication and their implications

- ▶ Managing e-mails to be noticed
- ▶ Writing effective business letters
- ▶ Writing professional agendas and minutes
- ▶ Writing instructions and guidelines

## Day Two: What Makes an Effective Report?

- ▶ Characteristics of an effective report
- ▶ Understanding the readers' needs
- ▶ Generating ideas – Mind mapping and brain storming
- ▶ Selecting and structuring the content – logical sequencing
- ▶ Sources of information and research techniques
- ▶ Great beginnings and neat endings

## Day Three: The Writing Process

- ▶ Managing your time and priorities
- ▶ Sentences, paragraphs and readability
- ▶ Critical reading and managing comments
- ▶ Proofreading, grammar and punctuation
- ▶ Tables, diagrams, figures and graphs
- ▶ The executive summary

## Day Four: Presentation Skills

- ▶ Characteristics of effective presentations
- ▶ Preparing a persuasive business presentation
- ▶ The pillars of effective presentations
- ▶ Structuring the presentation and making a case
- ▶ Positive body language
- ▶ Using visuals effectively

## Day Five: Making a Case & Influencing Skills

- ▶ Choosing words for maximum impact
- ▶ Handling questions from your audience
- ▶ Team presentations to convince critics
- ▶ Supporting presentations with written documentation
- ▶ Making a persuasive business case
- ▶ Influencing Skills and getting support

## ▶ Preview

10:30 - 11:00	:	Welcome, Setup, Registration
<b>11:00 - 12:30</b>	:	<b>First Session</b>
12:30 - 12:45	:	Break (15 minutes)
<b>12:45 - 14:15</b>	:	<b>Second Session</b>
14:15 - 14:30	:	Break (15 minutes)
<b>14:30 - 16:00</b>	:	<b>Third Session</b>

## ▶ The Certificate

An Anderson e-Certificate will be provided to delegates who attend and complete the online training course

## ▶ INFO & IN-HOUSE SOLUTION

For more information about this course, call or email us at:

Call us: +971 4 365 8363

Email: [info@anderson.ae](mailto:info@anderson.ae)

Request for a Tailor-made training and educational experience for your organization now:

Email: [inhouse@anderson.ae](mailto:inhouse@anderson.ae)

**Anderson**  
Executive Development Centre

P.O Box 74589, Dubai, United Arab Emirates

**Web:** [www.anderson.ae](http://www.anderson.ae)

**Email:** [info@anderson.ae](mailto:info@anderson.ae)

**Phone:** +971 4 365 8363

**Fax:** +971 4 360 4759

**©2024. Material published by Anderson shown here is copyrighted.**

All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.