

EFFECTIVE BUSINESS COMMUNICATION CURRICULUM OUTLINE

Unit Standard	335834: Demonstrate an understanding of communication theory and practice in public relations
NQF	4
Credits	10
Duration	2 days per module and consolidation workshop
Organisational Development Area	Business employees, Junior, Senior, Executive Management levels

MODULE ONE A: COMMUNICATION IS KEY- FOUNDATION LEVEL

- Assertiveness and aggression;
- Assumptions and stereotypes;
- Body language and non verbal communication;
- Communication dynamics - how it works, theorems and models;
- Defusing conflict and arguments;
- Developing awareness of how communicative impact is created;
- Feedback and response from the listeners of the verbal message;
- First impressions and attitude;
- Listening as a communications tool;
- Listening with empathy;
- Making an impact;
- Terms of reference;
- What does 'communicating with impact mean to you?

MODULE ONE B: INFLUENCING THROUGH VOICE AND CHARACTER - DEVELOPMENTAL

- Exploring influencing through the power of voice;
- Language and storytelling;
- Breathing techniques;
- Stabilising nervousness;
- Improve volume control;
- Voice projection;
- Tone - the underlying intention of the message;
- Speed -the subliminal effects of fast and slow speech;
- Rhythm -using pause and pace to create interest;
- Pitch - exploring the music in voice and language;
- Increasing the power and impact of the voice;
- Cultural differences in language styles and sound of the voice;
- Stereotypes and assumptions which are set by vocal tone and nonverbal behaviours;

- Words people use reveals their thinking, learning style and perception;
- Story telling - Creating stories to communicate a specific idea;
- Exploring internal and external motivators;
- Project Buster an influencing strategy to get commitment and buy-in from people.

CONSOLIDATION WORKSHOP

Business Communications Workshop participants will be able to integrate the procedures given over in the training, and then consolidate the learning with questions and answer feedback in the workshop. Other areas that will be covered in the workshop are:

- Identifying the purpose of each communication specific to the learner;
- Define any action required from the audience, be it negative or positive and learn how to handle that;
- Customise the message for different audiences to achieve greater results;
- Organise communications to make information quick and easy to find, and present information to suit the target audience.

Unit Standard	115790: Write and present for a wide range of purposes, audiences and contexts
NQF	5
Credits	5
Duration	2 days per module and consolidation workshop
Organisational Development Area	Business employees, Junior, Senior, Executive Management levels

MODULE TWO A: PERCEPTION IS VITAL - FOUNDATION LEVEL

- Art of saying no - techniques on assertiveness issues;
- Choosing the impact you make;
- Choosing your professional communication status;
- Communication cycle - thought- spoken- heard -understood - agreed to - acted on – implemented;
- Communications models and theorems;
- Dealing with crisis communications;
- Dealing with different levels in the business (externally as well as internally);
- Delivering tough messages while maintaining positive relationships;
- Feedback and how to make it best support moving things forward;
- Feeling and behaving more assertively;
- Gaining confidence;
- Handling difficult messages;
- Having difficult conversations;
- How behaviour and communication styles together create a perception in the minds of others;
- Internal boundaries - how people can become stressed or 'difficult' when they are crossed;
- It's not what we have said but what the other person thinks we have said that is important;
- Non- verbal communication;
- Not being manipulated; assertiveness;
- Setting clear boundaries;
- Sometimes our words say one thing but our tone and actions will speak louder;
- Styles and difficult people;
- Understand how we are perceived by others.

MODULE TWO B: PRESENTING WITH IMPACT – DEVELOPMENTAL LEVEL

- A reinforcement of the reasons for presenting;
- Body language;
- Breathing exercises;
- Communicating as a presenter;
- Confidence - what works already about you?
- Deliberate misunderstanding;
- Demonstrating passion and giving a strong message;
- Embodying your message in your behaviour;
- Establishing empathy;
- Feedback and individual style;
- First presentation of the day to camera;
- How audiences and presenters interact;
- How to make use of that interaction;
- Identifying your unique 'pitching' style;
- Inspiration and perspiration;
- Linear and non-linear thinking and preparation;
- Location, challenges that arise in certain areas in which participants present;
- Placing ideas and clear messages;
- Preparation tools;
- Prepared business presentations;
- Presenting to different levels of understanding;
- Stretching exercises;
- The difference between how we think we are doing and how we really are doing;
- The impact model of presenting;
- The myths and rules about what you are and are not allowed to do;
- The psychology of presenting;
- The real reasons for presenting;
- The relationship between nervous energy and expressive capacity;
- Use of media and structure;
- Ways of getting ideas across that are entertaining and stimulating.

CONSOLIDATION WORKSHOP

Business Communications Workshop participants will be able to integrate the procedures given over in the training, and then consolidate the learning with questions and answer feedback in the workshop. Other areas that will be covered in the workshop are:

- To practice these skills in real organisational settings with special emphasis on existing approaches, systems and templates;
- 'Forum Theatre' using actors in various situations to allow delegates to observe, advise and interact with the actors as different scenarios are played out
- To understand the nature of the modern organisation with special emphasis on the interface between systems and people;
- To understand the importance of communication in supporting and enhancing the performance of the individual and the team;
- To understand and apply the OWL model for communication – Oral, Written, Line of Investigation;
- To understand and apply the PWC framework for written communication – Plan, Write, Complete;
- To understand and apply techniques for constructing and writing general communications, reports, evaluations and minutes, with special emphasis on the identification, solution and management of problems;
- To practice these skills in real organisational settings with special emphasis on existing approaches, systems and templates;
- To agree methods for transferring skills to the workplace.

Unit Standard	110506 Demonstrate and apply knowledge and understanding of the basic components and fundamental skills of effective communication
NQF	2
Credits	5
Duration	2 days per module and consolidation workshop
Organisational Development Area	Business employees, Junior, Senior, Executive Management levels

MODULE THREE A: NETWORKING AND PITCHING- FOUNDATION

- 30 second influencer;
- Sincere and tactful Compliments to yourself and others;
- Deliberately using 'I', 'you', or 'we' statements;
- Demonstrating knowledge of their business;
- Exploring the journey from plan-prepare-practice to pitch;
- How pairs work in a pitching situation;
- It's you they 'buy'- you are the brand;
- Joining and leaving groups - how physical boundaries work;
- Making your partner look good;
- Networking 'etiquette';
- Partnerships;
- Pitching - identifying the key elements of successful pitching;
- Rapport building skills;
- Self-disclosure;
- Some of the things to look at here are;
- Spheres of influence - obstacles to getting your message through the people you want;
- The pitch process;
- Using both your strengths;
- Using their jargon and abbreviations;
- Using their name;
- What do you need in a partner?

MODULE THREE B: ADVANCED CONCEPTS OF BUSINESS COMMUNICATION- DEVELOPMENTAL

- Three communication styles and the implications of understanding them:
 - Ability to influence others and be assertive;
 - Different thinking styles, and discernment to implement them;
 - Building blocks for a relationship management strategy;
 - Confidence to banish fear and use the principles of positive psychology;
 - Improved professional image and personal capital.

- Capitalise on personal style for more effective communication;
- Conflict resolution skills in communication;
- Demonstrate how to deliver constructive feedback and how to disagree politely;
- Describe the impact of body language and vocal tones on communication;
- Develop an action plan to improve communication skills;
- Explain the effective use of office communication tools such as the telephone and email;
- Explain the four basic behavioural styles and how to adapt to each;
- Intergenerational communication aspects;
- List strategies for dealing with difficult behaviours;
- Negotiation and agreement skills in communication;
- Rephrase blunt language to achieve results without offending anyone.

CONSOLIDATION WORKSHOP

Business Communications Workshop participants will be able to integrate the procedures given over in the training, and then consolidate the learning with questions and answer feedback in the workshop. Other areas that will be covered in the workshop are:

- Identify common communication problems that may be holding you back;
- Develop skills in asking questions that give you information you need;
- Learn what your non-verbal messages are telling others;
- Develop skills in listening actively and empathetically to others;
- Enhance your ability to handle difficult situations;
- Deal with situations assertively.