

Communication Essentials

Course Overview

This course teaches students about business communication, verbal and non-verbal communication, written communication, electronic communication, communicating with graphics, and effectively working for your boss.

<u>Course Introduction</u>	2m
Course Introduction	
<u>Lesson 01 - Business Communication</u>	11m
Topic A: Identifying Basic Communication Techniques	
How Communication Works	
Listening Skills	
Perception	
ABC's of Effective Communication	
Two Types of Communication	
Communication Methods	
Topic B: Formal and Informal Communication	
Formal Communication	
Informal Communication	
Lesson 01 Review	
<u>Lesson 02 - Verbal and Non-verbal Communication</u>	28m
Topic A: Describing Verbal and Non-verbal Communication	
Verbal Communication	
Non-verbal Communication	
Non-Communication	
Topic B: Understanding Body Language	
Body Language	
Stationary Features	
Body Posture Interpretations	
Active Features	
Topic C: Making Effective Presentations	
Presentation Basics	
Four P's of Effective Presentations	
Types of Presentations	
Informational Presentations	
Demonstration Presentations	
Sales Presentations	
Presentation Verbal Etiquette	
Presentation Non-verbal Etiquette	
Topic D: Fundamentals of Productive Meetings	
What Makes a Meeting Ineffective?	
Guidelines for Managing Meetings	

Levels of a Meeting
Guidelines for Participating in Meetings
Closing a Meeting
Lesson 02 Review

Lesson 03 - Written Communication

13m

Written Communication
Three Components of Written Communication
Key Writing Elements
Written Communication Development
Constructing Subject Matter
Gender in Business Writing
Gender-neutral or Gender-equal Phrases
Writing Your Document
Common Errors that Require Proofreading
Proofreading Techniques
Lesson 03 Review

Lesson 04 - Electronic Communication

19m

Electronic Communication
Telephone Etiquette
Cell Phone Etiquette
Using Conference Calls
Voice Mail Etiquette
Email Etiquette
Email Components
Instant Messaging (IM)
Inappropriate Use of Email
Internet Etiquette
Social Media Etiquette
Lesson 04 Review

Lesson 05 - Communicating with Graphics

10m

Topic A: Creating Graphics for Business Communication
Basics of Graphic Communication
Know Your Audience
Keep it Clear
Keep it Simple
Keep it Readable
Clear, Simple, Readable Bar Charts
Topic B: Communicating Static Information
Static Information
Presenting Static Information
Gathering Information
Analyzing Information
Topic C: Communicating Dynamic Information
Dynamic Information
Flowcharts
Fishbone Diagram
Lesson 05 Review

Lesson 06: Effectively Working for Your Boss

26m

Topic A: Representing Your Boss

Anticipating Your Boss's Needs

Making Your Boss Look Good

Keeping Your Boss Informed

Topic B: Communicating Your Boss's Decisions

Explain the Decision

Handling Feedback

Topic C: Supporting Your Boss and Colleagues

Characteristics of Effective Teams

Strategies for Being Supportive

Topic D: Building a Partnership with Your Boss

Benefits of Partnering with Your Boss

How to Build a Partnership with Your Boss

Confronting Your Boss

Handling Confrontations with Your Boss

Lesson 06 Review

Course Closure

Total Duration: 1h 49m