

Workshop Title	Business Communication Skills
Workshop Duration	2 Days
Workshop Description	The Business Communication Skills introduces professionals to the key elements associated with confident and superior communication. The workshop consists of modules that teach participants the 4 major types of communication such as intrapersonal communication, interpersonal communication & group communication.
Who Should Attend?	<ul style="list-style-type: none"> • Managers • Marketing professionals • Sales professionals • Individuals who wish to communicate effectively
Workshop Objectives	<ul style="list-style-type: none"> • To understand the communication model and process; • To understand interpersonal communication roles; • To develop effective listening and questioning skills; • To develop interpersonal conflict management skills; • To develop nonverbal communication skills.
Workshop Outline	<p>Module 1: Communication Overview</p> <ul style="list-style-type: none"> • The Power of Persuasive Communication • The Dynamics and Process of Communication • 4 Types of Communication <p>Module 2: Interpersonal Roles and Its Influence</p> <ul style="list-style-type: none"> • General Roles – Task Roles, Building and Maintenance Roles and Self-Centered Roles • Types of Role Influence to Enhance Interpersonal Communication • Communication Profiling – the ADEA Model <p>Module 3: Listening For Effective Communication</p> <ul style="list-style-type: none"> • Listening vs. Hearing • 4 Types of Listening • 5 Factors that Hinder Effective Listening

	<p>Module 4: Feedback</p> <ul style="list-style-type: none"> • The Definition and Importance of Feedback • 3 Types of Feedback and its Purpose • 4 Classes of Feedback Response <p>Module 5: Interpersonal Conflict Management</p> <ul style="list-style-type: none"> • Conflict and Myths About Conflict • 3 Types of Conflict and Techniques to Manage Conflict • Developing Positive Language To Build Rapport <p>Module 6: Nonverbal Communication</p> <ul style="list-style-type: none"> • 5 Major Types of Non-verbal Behaviors • 5 Principles for Interpreting Non-verbal Behaviors • The Role of Non-verbal Communication
<p>Training Methodology</p>	<p>The training methodology will include short lectures, role-plays, games, activities, presentations, discussions, idea sharing with continuous evaluation and real time feedback from facilitator.</p>