

# Simply a Better Way to Learn!



B U S I N E S S   S K I L L S

## Business Verbal Communication

### Course Introduction

The Business Verbal Communication course is designed to introduce students to the primary aspects of successful verbal communication in a business context. Students will develop and implement an action plan for continuously improving their own verbal communication skills. They gain practical knowledge about business communications that can be applied in real-world scenarios.

In this course, students learn to identify and work toward excellent verbal interaction, whether through speaking, listening, asking questions, conducting or participating in meetings, or conversing on the telephone. Students have ample opportunity to apply the concepts learned by completing tasks and exercises in the course.

### Course Prerequisite(s)

There are no prerequisites for this course.

### Course Aim

To provide the skills and techniques necessary for effective and professional verbal interaction in a business context.

### Of Interest to

Business people in any profession that requires effective and professional verbal interaction.

### Course Notes

Course manual provided for on-going reference.

There is a final exam upon completion of the course. Participants who receive 75% or higher on their exam will receive a certificate.

### Method of Delivery

Integrated Learning™ System training facilitated by Academy of Learning College facilitators.

### Course Breakdown

#### Lesson 1:

Verbal Communication as an Essential Element of Success, Focusing on Success, Communicating in the 21<sup>st</sup> Century

#### Lesson 2:

Developing Self-Awareness, Identifying Your Objective, Techniques of Top Performers

#### Lesson 3:

Features of Spoken Language, The Three Principal Speaking Styles, Delivering Your Words with Confidence

#### Lesson 4:

The Importance of an Effective Speaking Style, Winning Arguments, Strategies for Developing Your Public Speaking Skills

#### Lesson 5:

What is Effective Listening, Active Listening Skills, Preparing for Questions and Answers (Q&A)

#### Lesson 6:

Opening a One-on-One Meeting, Handling Problems, Closing the Meeting Successfully

#### Lesson 7:

Getting the Most Out of Your Telephone Speaking Voice, Building Your Telephone Communication Skills, Using Voicemail and Conference Calling Effectively

#### Lesson 8:

Dealing With Difficult Situations and Customers on the Telephone, Handling Challenging Personalities, Complaints as Feedback Opportunities

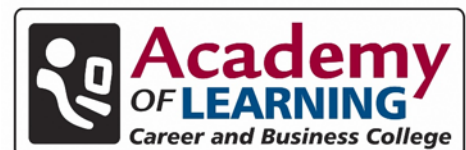
#### Lesson 9:

What Do You Want to Accomplish at Your Meeting, Essential Meeting Skills, Leading and Participating Effectively in Meetings

#### Lesson 10:

Building on Successful Communication Skills, Using Your Creativity, The Self-Confidence Circle

#### Lab Exercise



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