



Communicating: Everyday Essentials

Program Overview:

When it comes to successful relationships with coworkers, clients and prospects, communication is key. Our communication takes many, and often challenging, forms. From traditional face-to-face encounters, voice-mail, e-mail, and text messaging, to teleseminars and web conferencing, we are connecting in more diverse ways than ever before.

But with these communication methods, comes significant potential for misuse and even abuse. How well you approach business communications can seriously impact not only your workplace effectiveness, but how others perceive your professionalism.

Target Audience:

People whose positions require a thorough understanding of how to use various communication technologies effectively; people new to the work world; and support staff who interact with higher level staffers and need to learn proper communication etiquette.

Number of Participants: 15 maximum

Program Length: 1/2 day

Learning Outcomes

As a result of this training program, participants will be able to:

- Understand the visual, vocal, and verbal impact of communications
- Learn when to use each communication medium
- Get the keys to effective use of voice mail
- Discover how to get better results when e-mailing
- Conduct themselves professionally at meetings



Course Outline:

1. Communication Technology Quiz
2. Communication Signals
 - Maximizing visual, vocal, and verbal signals
 - Impact on voice mail, e-mail, and conference calls
3. When to use which medium?
 - Decision-making matrix
4. Voice Mail
 - Your outgoing message
 - Four “must do” steps to each voice mail
 - Planning your voice-mail messages
 - Receiving and responding to voice mail
5. E-mail
 - When not to use e-mail
 - Standards for using e-mail
 - Managing e-mail inflow
6. Meetings and Conference Calls
 - Face-to-face meetings vs. conference calls
 - Planning the tele- or videoconference call
 - The role of the facilitator
 - The role of the participant

Materials Include:

Participant manual, handouts, BRODY publication *Professional Impressions: Etiquette for Everyone, Every Day*

Course Tailoring:

This program can be tailored to meet specific corporate and participant needs, including the following:

- Inclusion of company or team-specific discussion topics and communication examples
- Realignment of course content to better support your critical learning outcomes
- Adjustment of course duration to meet your time constraints