PR & Media · PR423

Effective Business Communication Skills

Duration	Category	Ref
1 Week	**PR & Media**	**PR423**
Language	Certificate	
English	**Certificate of attendance**	

Introduction

Effective communication is one of the most important skills in today's business environment. Professionals at all levels must be able to communicate clearly, confidently, and professionally with colleagues, customers, stakeholders, and management. This course provides participants with practical communication techniques to enhance workplace interactions, improve collaboration, strengthen professional relationships, and achieve business objectives more effectively.

Objectives

By the end of this course, participants will be able to:

- Apply the principles of effective business communication.
- Improve verbal and non-verbal communication skills.
- Practice active listening and effective questioning techniques.
- Write professional business emails and reports.
- Deliver effective presentations and participate confidently in meetings.
- Handle difficult conversations and workplace conflicts professionally.
- Build stronger relationships with colleagues, customers, and stakeholders.

Target Audience

- Managers and Supervisors
- Team Leaders
- Administrative Professionals
- Customer Service Personnel
- HR Professionals
- Project Coordinators
- Professionals seeking to enhance workplace communication skills

Course Outline

Day 1

Foundations of Business Communication

- Principles of effective communication

- Communication barriers and how to overcome them
- Verbal and non-verbal communication
- Communication styles in the workplace

Day 2

Interpersonal Communication Skills

- Active listening techniques
- Asking effective questions
- Giving and receiving feedback
- Building professional relationships

Day 3

Business Writing Essentials

- Professional email writing
- Business reports and memos
- Writing clearly and concisely
- Digital communication etiquette

Day 4

Meetings and Presentation Skills

- Planning and conducting productive meetings
- Presentation preparation and delivery
- Engaging audiences effectively
- Handling questions and discussions

Day 5

Advanced Workplace Communication

- Managing difficult conversations
- Conflict resolution techniques
- Influencing and persuasion skills
- Personal communication improvement plan

Ask us for a date for this course

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training@hplustraining.com · +44 74 0108 8599 · +90 539 827 59 14