

Effective Business Communication

Program Outline



Effective Business Communication

Effective business communication is the lifeline of an organization; a requirement for any organization that aims to expand its customer base, create new product lines, establish best management practices, boost employee morale, increase team productivity, maintain good business relationships and so on. It ultimately links to business profitability.

Effective business communication includes upward, downward, horizontal and external communication. It is one where-in communicators achieve their business purpose by delivering key messages in a concise, clear and courteous manner. This is of paramount importance particularly in business-critical situations.

Significance in Business-critical Situations

The lack of effective communication can result in the business purpose/objective of communication not being met. This can impact work productivity, employee motivation, and organizational goals. These situations can include misunderstandings while raising a concern to a manager/leader, language barriers or cultural differences while communicating with diverse external stakeholders, information overload while delegating a time-sensitive task, poor listening skills during a feedback session, and so on.

Developing effective business communication skills helps in turning the tide in our favor, as it plays a pivotal role in navigating through these business-critical situations. For example, when negotiating vendor prices, being concise, clear and courteous can result in profitable agreements. Or, when responding to an important email from a key business partner, or convincing a leader of an idea, a well-structured message can be an effective tool to create a great impression. Or, when an organization engages with customers/partners on social media, the way the message is presented can positively influence stakeholders.

Being an Effective Business Communicator

There are different levels at which one communicates (interpersonal, on social media, within the team, at conferences, etc.), and various communication channels too (physical or face-to-face, digital and phygital). Knowing why you are communicating, being communicatee-centric while drafting and delivering the message, demonstrating professional conduct are a few key elements in effective communication. To incorporate these an easily applicable framework is the 3 Ps.



These 3 Ps that can be applied to various business-critical situations to mitigate potential challenges and ensure the business objective of communication are met. It help ensure that the message is impactful.

Objectives

The program is designed to help learners:

- ▶ Identify business-critical communication challenges
- ▶ Explore the key elements of effective business communication
- ▶ Apply the 3 Ps framework for enhanced business communication

Course Module

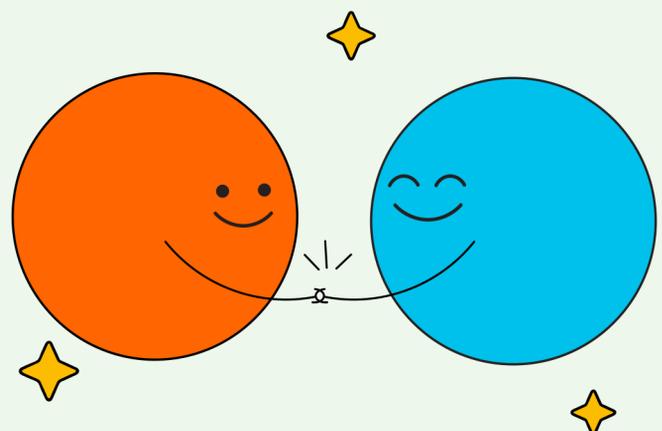
Introduction

Module 1: When Business Communication Becomes Challenging

Module 2: The 3 Ps Framework

Module 3: The 3 Ps in Action

Summary



Program Agenda

The following agenda can be used to run the workshop in 120 minutes. The duration for each section is only an estimate and can be adjusted based on your requirement.

Topic	Approx. Time	Training Slides
Introduction <ul style="list-style-type: none">• Introduction of the facilitator• Introductory activity• State program outline/objectives• Map participant expectation	20 Minutes	Program slides, link to video, online polling tool
Module 1: When Business Communication Becomes Challenging <ul style="list-style-type: none">• Self-Reflection Activity• Group Activity• Identifying business-critical situations when communication becomes challenging	35 Minutes	Program slides, Whiteboard, Workbook, Video, Breakout room (for VILT)
Module 2: The 3 Ps Framework <ul style="list-style-type: none">• Key Elements to Effective Business Communication<ul style="list-style-type: none">○ Know the Purpose○ Be Prepared○ Present the message well	30 Minutes	Program Slides, Workbook
Module 3: The 3 Ps in Action <ul style="list-style-type: none">• Applying Learning<ul style="list-style-type: none">○ Scenarios	25 Minutes	Program Slides, Workbook
Wrap up and Close <ul style="list-style-type: none">• Summary of the Program• Participant Reflection• Q&A to reinforce the learning of the program and to guide on the application of the same	10 Minutes	Program slides, Link to the feedback form