

# ONLINE TRAINING COMMUNICATION EFFECTIVENESS



INDIA

TO **LISTEN CLOSELY** AND **REPLY WELL** IS THE HIGHEST PERFECTION WE ARE ABLE TO ATTAIN IN THE **ART OF CONVERSATION.** ———  
**FRANCOIS DE LA ROCHEFOUCAU**

# INTRODUCTION

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Communication serves as the foundation of every facet of a business. Effective communication is communication between two or more persons with the purpose of delivering, receiving, and understanding the message successfully. It is the process of information sharing between team members in a way that keeps in mind what you want to say, what you actually say, and what your audience interprets.

Communication plays a key role in any setting, be it in professional or personal life. Do you feel like your voice is not heard? Are you not able to say the right thing at the right moment, only to mentally face palm yourself later, when you think of something brilliant? Well, we can fix that!

Firstly, we must understand that communication is not simply the transmission of words and sounds between two or more people, but includes more. It includes your posture, your tone, your words, your context, your writing skills, your writing tone, your volume, etc. Communication is limitless and can include anything under the sun, from what you say to what you leave out.

Communication especially plays an important part when it comes to businesses and could actually be the make it or break it moment during a business transaction. Who wants to sign a deal with someone that is rude? Research suggests that communication skills are one of the top skills demanded by employers and also plays a huge factor when it comes to growth in a company.

Saying the right thing at the right time is most often considered one of the greatest skills.

Our Communication Effectiveness course has been designed from the ground up to be the comprehensive course on communications in the



business setting. Learn about all communications that take place at the office, from co-workers to clients to even your boss!

In this course, you will learn what to say, how to say it, how to effectively get your meaning across with the right words and the right tone. It will also cover how to write, what to write and how you can modify your writing tone to get your meaning across in the right way.

That's not all! This extensive course also covers communication when it comes to non-verbal cues, business e-mails, and reports (formal and informal), presentations (formal and informal), meetings, negotiation and so much more.

With so much packed in one exquisite course, this online training should definitely be your go to for learning all forms of communication related to business.

This programme is accredited by CPD and you will receive a certificate on completion of the course.



# COURSE STRUCTURE

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## **YOUR TRAINER: MR PHILIP SYKES**

Philip Sykes is the UK's leading etiquette trainer and consultant with a global reputation for professional excellence. He has more than 25 years' experience of engaging with clients at the highest level to bring the transformational power of etiquette to the forefront of their business and personal lives.

## **VERBAL COMMUNICATION: CONVERSATIONS, INTERVIEWS, CALLS**

Effective verbal communication skills include more than just talking. Verbal communication encompasses both how you deliver messages and how you receive them. Communication is a core skill, and it's one that is important to every employer. Philip shares the skills and tools to better communication and how to communicate effectively during conversations, interviews and telephone calls.

## **INTRAPERSONAL: CONVERSATIONS WITH OURSELVES**

Intrapersonal communication is the process of talking to oneself. Whether we realize it or not, we all have constant internal dialogues going on within ourselves either consciously or subconsciously. Our internal communications are very important as they play vital roles in determining our self-esteem and self-perception. Philip shares the skills and tools to improve your intrapersonal communications. He guides you through planning to problem solving, internal conflict resolution, and evaluations and judgments of self and others.

## **INTERPERSONAL: ONE-ON-ONE CONVERSATION**

Interpersonal communication is the process by which people exchange information, feelings, and meaning through verbal and non-verbal messages: it is face-to-face communication. Interpersonal communication is not just about what is actually said - the language used - but how it is said and the non-verbal messages sent through tone of voice, facial expressions, gestures and body language. Philip shall elaborate on how to effectively have one-to-one conversations.

## **SMALL GROUP: PRESS CONFERENCES, BOARD MEETINGS, AND TEAM MEETING**

During small group communication, interdependent participants analyse data, evaluate the nature of the problems, decide and provide a possible solution or procedure. Small groups communicate through an interpersonal exchange process of information, feelings and active listening in both two types of small groups: primary groups and secondary groups. Philip shares skills and tools on how to effectively communicate in small groups and when you stand apart from the crowd how you can create the most impactful speech.

## **PUBLIC: PRESENTATION, PUBLIC SPEECHES**

Whether we're talking in a team meeting or presenting in front of an audience, we all have to speak in public from time to time. Philip shares skills and tools for better communication and guides you on becoming a confident and compelling speaker. The art of public speaking holds many practical benefits that will go far beyond delivering a project presentation or holding a successful meeting.

## **NON-VERBAL COMMUNICATION: VOICE TONE, FACIAL EXPRESSIONS, POSTURES**

Non-verbal communication can have a great impact on the listener and the outcome of the communication. Philip shares the basic awareness of non-verbal communication strategies, over and above what is actually said, can help to improve interaction with others. Knowledge of these signs can be used to encourage people to talk about their concerns and can lead to a greater shared understanding, which is, after all, the purpose of communication.

## **WRITTEN COMMUNICATION: LETTERS, MEMOS, REPORTS**

Writing skills are an important part of communication. Good writing skills allow you to communicate your message with clarity and ease to a far larger audience. Philip shares how to plan your writing, and the various processes and checks to go through before pressing print or broadcasting your message online. He also provides guides for specific pieces of writing that you may need to produce, whether at school, university, or in the workplace.

## VISUAL COMMUNICATION: PHOTOGRAPHS, VIDEOS, FILMS

Visual communication skills refer to one's ability to communicate through the signals received by eyes. Any nonverbal communication utilizing the sense of sight is, therefore, known as visual communication. Philip shares the skills required to use for visual aids which are read or viewed for ideas and information to be communicated.

## COMMUNICATION EFFECTIVENESS ASSESSMENT

A highly effective communication system and a solid commitment of the project manager to the communication maintenance throughout the life cycle of the project are mandatory to the project's success. Philip shares the skills and tools on communication effectiveness and how to assess your communication effectiveness at the workplace.

**DURATION:**  
1.5 hours

**INVESTMENT:**  
INR 15,000  
plus 18% GST

### CERTIFICATION:

The British School of Etiquette - Communication Effectiveness  
The Continuing Professional Development - CPD

**THE BRITISH SCHOOL OF ETIQUETTE INDIA**

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Until 2021

