



## **MASTERING BUSINESS COMMUNICATION (2 DAYS)**

### **A Specialised Kwelanga Training Programme**

#### **INTRODUCTION**

Personally we are each potentially a 'basket of benefits' and it is essential to be aware of what those benefits are so as to master them and to know what we are capable of offering to the organisation

Communication is the cornerstone of all our interpersonal relationships and the foundation of all areas of effectiveness in our lives. With the constant increase of pace, the complex choices we have to make and the range of communication channels available, we have to access new and smarter ways of communicating. In exploring these ways, this programme includes a look at Emotional Intelligence, Social Intelligence as well as the pillars of Neuro Linguistic Programming in order to give the learner a deeper understanding of the need for our communication to become more intelligent and intuitive.

Through understanding personal branding, professional relationship building, developing effective communication and presentation fundamentals this programme provides the essentials to master business communication.

#### **REFERENCES**

*"It gets you thinking more – very informative."*

*Practical examples of how to approach communication problems and the importance of perspective."*

*Very informative, useful in the business field."*

*"I loved the facilitator's enthusiasm and her passion. It made me want to learn more."*

#### **WHAT THIS COURSE CAN DO FOR YOU...**

- Project a professional, positive personal image
- Learn how to use positive language
- Select and apply the correct communication channel
- Ensure your communication has a clear purpose and objective
- Be aware of sensory acuity and develop rapport
- Develop presentation skills
- Master difficult conversations
- Develop confidence in giving and receiving feedback
- Master the art of modern written communication.

## TARGET AUDIENCE

The two day course targets all business professionals who communicate on a regular basis with individuals of different levels of skills, knowledge and ability. The course is open to all individuals who need to master the skills of communicating in a diverse community using either written, verbal or non-verbal skills.

## COURSE CONTENT

### **Projecting a Positive Personal Image**

- Personal branding
- Value systems
- Positive language usage
- Mastering the skills required of the professional business person

### **Understanding effective Business Communication**

- Basic Communication Principles
- Being flexible and adaptable in a diverse community
- Unblocking your Communication Style to ensure understanding
- Planning your approach to Communicating

### **Building Relationships**

- Building rapport
- Sensory Acuity: Becoming aware of our and other peoples' senses
- Learning to become flexible in our behaviour

### **Verbal Communication Intelligence**

- Learning to stand up and present with confidence
- Becoming a more competent interviewer/interviewee
- Knowing how to ask the right questions when communicating
- Managing a meeting more effectively
- Honing our basic negotiating skills

### **Positive Interpersonal Communication**

- Giving and receiving feedback
- Accepting and giving criticism
- The psychology of conflict situations
- Recognising the difference between aggressiveness, passivity and assertiveness

### **Mastering Written Communication**

- Defining the purpose and objective of effective business communication
- Up-to-date business writing skills
- Mastering email communication

### **Self-Assessment Opportunities**

- The Emotional Blueprint
- Assertiveness and Conflict Management Assessment
- Understanding Adult to Adult Communication

### **Personal Accountability & Commitment Plan**

## TRAINING APPROACH

The primary objective of our training is to ensure that the knowledge acquired is applied successfully, adding real value and **making a visible difference to work performance** in the business environment. The courses have a strong focus on an outcomes based approach and are facilitated on a highly interactive basis encouraging active delegate participation using:

- Role plays
- Break-away sessions
- Relevant business exercises
- Presentation
- Demonstrations
- Questionnaires
- Discussion activities and
- Case studies

High emphasis is placed on learning through 'doing' where learners are presented with real life and workplace case studies ensuring delegates develop knowledge and confidence to take their enhanced skills back into the business environment and apply them successfully. The group leaders are trained to create a comfortable atmosphere where delegates can evaluate themselves and their skills, generate ideas and solutions to problems and plan suitable growth in the workplace.

## POST COURSE ASSISTANCE

### “Contact the Coach” – Bridging Learning for Business Results

We offer a continued learning relationship providing **FREE** access to post course support to embed the knowledge gained. Our advisors are subject matter experts in each area of specialisation. Delegates can “Contact the Coach” for support, information or assistance with additional questions regarding the application of theory covered during the course.



### Personal Accountability & Commitment Plan

Kwelanga is determined to promote and encourage accountability and behaviour change once delegates return to the work place. A Personal Accountability & Commitment Plan is therefore included in each course presented.

Facilitators will guide delegates through the recording of action plan items and will encourage them to show their Personal Post Course Accountability & Commitment Plan to their up-line on their return to work so accountability is created. This tool will also be useful for monthly one-on-one development discussions.

## On-Line Knowledge Hub

All delegates attending Kwelanga Training courses have **FREE** access to post course on-line resources. Up-to-date, convenient and easily accessible information, relevant to the programme attended, is available. Tools include case studies, articles, exercises and other valuable information which will reinforce course content and assist in transferring knowledge and skills to the workplace.



## OUR COMMITMENT TO YOU ...

### *Kwelanga Training's Commitment*

*To develop and inspire each individual to be the best that they can be.  
To assist clients in the transfer of skills and positive behaviour change.*

For more information contact us on:

Email: [info@kwelangatraining.co.za](mailto:info@kwelangatraining.co.za)

Johannesburg: +27 11 704 0720 | Cape Town: +27 21 683 4084 | Durban: +27 31 266 2808

Website: [www.kwelangatraining.co.za](http://www.kwelangatraining.co.za)