

BUSINESS COMMUNICATIONS

Connect with others in a way that ensures your intended message gets received accurately, fosters rapport, and builds trust.

How we conduct business following the pandemic has taken on a whole new meaning. The vast majority of us no longer communicate face to face with that number increasing daily. The number of Americans working remotely is expected to nearly double—to 36.2 million—by the year 2025.

Businesses and business professionals must adapt to survive. Participants of this course will learn how some of the world's leading organizations have changed the way they communicate, both externally and internally, to adapt and thrive in today's new environment. In addition to learning critical verbal and written communication skills (and how they might have changed due to the impact of COVID-19), participants will be introduced to some of the mechanisms, techniques, and channels that today's most successful businesses and professionals are using to communicate effectively.

At the end of this interactive one-day course, participants will feel empowered to turn the page on how they and their organizations have been doing things and institute a new normal practice of communicating for future success.



Participants will walk away with these skills:

- Identify the audience, and how to effectively reach them
- Incorporate calls to action into messaging to drive response and results
- How to develop proper messaging to drive and change decisions
- Write and communicate with a remote workforce in mind
- Tools to enable successful collaboration across audiences
- How to communicate during a crisis

Audience:

Professionals at all levels who wish to obtain better results from day-to-day communication in the post-pandemic, remote work era

Duration:

This program consists of 1 session on 1 day.

Cost: \$650 General Registration

Select Discounts Available

0.6 CEUs will be issued for this program