

# Effective Communication Skills

## Course Overview

The ability for people to communicate with each other has been greatly enhanced through technology over many years. But for all the tools we have at our disposal, our communication can be largely ineffective at times.

One of the greatest obstacles to effective communication is the fact we all perceive the world and take in information in different ways. So, to be truly effective in our communications with others, it's vital that we communicate in a way that others can understand. This effective communication skills course will provide the participants with the tools necessary for genuinely effective communication.

## Program Format

This is a 1-day program that can be delivered face-to-face or virtually.

## Course Objectives

- Explain the importance of effective communication.
- Determine their personal behavioural and communication style.
- Identify the behavioural and communication styles of others.
- Adjust their communication style to best suit those with whom they are dealing.
- Improve their telephone communication skills.
- Create strategies to enhance their business writing skills.
- Manage difficult customer behaviours with confidence.

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## Course Outline

### The Importance Of Effective Communication

- What are the benefits of great communication?
- What are the consequences of poor communication?
- The barriers to good communication.
- The impact of different types of communication (face-to-face, telephone, written).
- Different behavioural and communication styles.

### Telephone Communication – Connecting With People You Can't See

- The importance of your voice in telephone communications.
- Using your voice so that people get your message. The importance listening to understand and not just listening to reply.
- Projecting confidence no matter who you're dealing with.

### Written Communication – Better Business Writing

- Writing with your audience's expectations in mind.
- Words and phrases that will improve comprehension.
- Removing emotion from your writing and turning negative language to positive language.

### Dealing With Difficult Customer Behaviours

- Why your customers sometimes exhibit difficult behaviour.
- Focusing on meeting your needs as well as the customer's needs.
- Responding to difficult behaviours confidently and respectfully.
- Influencing your customer to help focus on common ground.

