# Professional Corporate Communication Certificate

Clients are demanding personal service and our "Professional Corporate Communication Certificate" will teach your employees how to enhance the critical conversation skills of personal bankers-Presence, Relating, Listening, Questioning, Positioning and Checking.

**Original Price: - USD 799.**

## Course Details

- **Communication & Presentation Skills**
  **Duration: N/A**                                      **Code: N/A**

  This self-paced program is designed to help students improve their business communications and presentation skills across multiple writing formats (i.e. e-mail, reports), telephone, and face-to-face interactions. A student will have access to all 18 courses included within the program and can complete all or select those best aligned with their learning objectives. The Communication & Presentation Skills program includes Courses 50000 through 50017.

- **Telephone Techniques**
  **Duration: 45 Min**                                   **Code: 50000**

  This course provides an introduction to effective telephone techniques. Many people overlook the importance of telephone communications, yet the telephone is the most common means for customers to contact a firm. Lack of understanding about effective telephone techniques can lead to lost sales or customers. This course will teach skills that help boost organizational success and professionalism. This course will take approximately 45 minutes to complete.

- **Communicating at Work**
  **Duration: 45 Min**                                   **Code: 50001**

  Communication in the work environment is a vastly misunderstood skill. Too often, poor communication skills hinder employee and inter-office teamwork. With heightened global competition—innovative office technologies, flatter hierarchical structures, and effective communications are more important than ever. This course will acquaint you with the dynamics of communication in the workplace and help

you develop more effective communication skills. It will also teach you how to handle ethical situations in the workplace. This course will take approximately 45 minutes to complete.

- **Communicating Negative Messages**
  **Duration: 45 Min**                                      **Code: 50002**

  This course presents tactful, effective strategies for communicating bad or unwelcome news to others. You will learn strategies for presenting negative messages both inside and outside an organization. You will learn skills specifically designed for the delicate job of delivering bad news. This includes considering legal matters and recognizing cultural differences. This course will take approximately 45 minutes to complete.

- **Business Writing: Reports and Proposals**
  **Duration: 45 Min**                                      **Code: 50003**

  This course presents solid, logical techniques for writing two crucial business documents— proposals and reports. It covers the various types of business reports and proposals, their structure, purpose and content, as well as professional models of reports written by seasoned experts. It is designed to show the student the basic components of each kind | of business report and proposal in use today, including formal and informal formats. This course will take approximately 45 minutes to complete.

- **Business Writing: Preparation**
  **Duration: 30 Min**                                      **Code: 50004**

  Over 90 percent of all business communication is in the form of writing. In this course, you will learn how to write a concise and informative business message. Your continued success in today's business environment depends to a great extent on your ability to organize and write professional business messages. This course provides a systematic approach to the writing process. This course will take approximately 30 minutes to complete.

- **Business Writing: Being Effective**
  **Duration: 60 Min**                                      **Code: 50005**

  This course teaches you how to organize, write and edit messages. As we have learned, preparation is crucial. Many business communicators know how to gather research but may not be aware of the writing process, from preplanning, to research patterns, to first draft. This course presents a time-tested approach for organizing,

writing and revising a professional business message. This course will take approximately 60 minutes to complete.

- **Enhancing Your Speaking Skills**
  **Duration: 45 Min**                                **Code: 50006**

  This course offers everything the business communicator needs to improve public speaking and oral presentation skills. The course contains information on visual aids, verbal signposts, and planning and organizing material. Your self-confidence will increase as you master your material and learn effective, successful public speaking methods. You will learn about the entire oral presentation process, including how to plan, organize and deliver a presentation. This course will take approximately 45 minutes to complete.

- **Communicating Interpersonally**
  **Duration: 45 Min**                                **Code: 50007**

  This course will teach you what you need to know to communicate effectively and show you how to practice, perfect and master these skills. You will learn how to assume responsibility for understanding what another person is saying and for making sure that you are understood. You will also learn how content and process affect communication. This course will take approximately 45 minutes to complete.

- **Communicating Non Verbally**
  **Duration: 45 Min**                                **Code: 50008**

  Meaning of signals projected through body language. You will learn how these signals provide clues to attitudes and feelings that can be explored and verified with effective verbal communication. By learning and practicing the techniques presented in this course, you can become a more effective communicator. This course will take approximately 45 minutes to complete.

- **Report Organization and Presentation**
  **Duration: 45 Min**                                **Code: 50009**

  This course gives you all the tools you need to improve your business report writing skills. The course focuses on techniques for sorting and interpreting data, drawing conclusions from that data, and delivering reports with logical, easy to read graphics and other visual cues. You will learn how to use statistical and tabulating techniques to turn raw data into meaningful graphics. You will understand how to incorporate data into reports with impact, how to draw conclusions, and select the graphics best suited for the data. This course will take approximately 45 minutes to complete.

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- **Communicating Persuasively**
  **Duration: 45 Min**        **Code: 50010**

  This course presents techniques in the art of persuading others. It shows you how to use the 3 x 3 writing Plan to organize and compose messages. It also presents a toolbox of new techniques for writing persuasive internal messages, sales messages, news releases, claims and adjustments, and action requests. This course will take approximately 45 minutes to complete.

- **Communicating Proactively**
  **Duration: 45 Min**        **Code: 50011**

  This course presents three proactive communication models and provides multiple examples that will help you identify the components of each. The three models—the explanation model, agreement model and closure model—will teach you how to become a stronger, more positive communicator. This course will take approximately 45 minutes to complete.

- **Communicating Reactively**
  **Duration: 45 Min**        **Code: 50012**

  This course discusses techniques to use when communicating with someone who questions what you are saying, or doubts that the information you are providing is correct. Our instinctive reaction is to become defensive in this type of situation—preventing any hope of a positive outcome. This course explains why people question or doubt. You will learn to use non-confrontational methods to clarify information and participate in constructive, positive communication. This course will take approximately 45 minutes to complete.

- **Business Writing: Letters and E-mails**
  **Duration: 60 Min**        **Code: 50013**

  This course explains how to use the 3 x 3 writing Process for routine business correspondence. You will learn how to correspond with different audiences—customers, employees and superiors. You will also learn to write for different mediums—letters, memos and emails. The course will help you to improve your ability to write coherent business messages. This course will take approximately 60 minutes to complete.

- **Communication Basics**
  **Duration: 60 Min**        **Code: 50014**

You're convinced that you said it clearly, but the person you were talking to just didn't seem to get it. You might as well have been speaking two different languages. Learn the basics of effective communication and you can be on your way to having greater confidence in your ability to make sure that your messages are understood. This course will take approximately 60 minutes to complete.

- **Presentation Skills**
  **Duration: 60 Min**                              **Code: 50015**

One of the biggest fears for managers and others is speaking in public. You will receive worksheets and checklists to help you plan and present your remarks for the most impact, and you will learn how to deal with the anxiety that so often accompanies such assignments. The course includes tools and techniques to help you determine what the audience wants and needs, methods to gauge their needs, and a structure for organizing and formatting a good presentation. This course will take approximately 60 minutes to complete.

- **Email Etiquette**
  **Duration: 45 Min**                              **Code: 50016**

The World Wide Web and email technology have changed the way we communicate. Email offers a clear business advantage, speeding up transactions and long distance discussions. In the past few years, email has become the communication medium of choice in the office, replacing the phone and one-on-one contact. Email etiquette or protocol is the unwritten rules of email messaging. These rules help to improve communication, resulting in more effective emails. This course will provide you with the most up-to-date information on email etiquette and give you the skills to communicate effectively using email. This course will take approximately 45 minutes to complete.

- **Writing Effective E-Mails**
  **Duration: 60 Min**                              **Code: 50017**

In many corporations e-mail is widely depended upon as the first form of communication. The simplicity and speed, which makes e-mail such an effective form of communication, can also lead to poor communication. The course includes a case study of how a technical support representative improves the effectiveness of their e-mail contact with a customer. There are job aids for writing effective e-mail that are printable and can be downloaded. This course will take approximately 60 minutes to complete.

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