

The Communication Series provides five courses of instruction that help develop the communication skills of employees, managers and executives. Courses include Effective Presentation Skills; Better Business Writing; Better Business Communication; Successful Negotiation; and Making Humor Work.

Better Business Communication

Section A: Introduction

- Course Overview
- Key Fact

Section B: The Meeting

- Before the Meeting
- During the Meeting
- Leading the Meeting
- Decisions and Actions
- Key Fact

Section C: The Memo

- Business Communication
- Your Audience
- Brainstorming, Organizing, and Editing
- Key Fact

Section D: The Presentation

- The Introduction
- Getting Attention
- Nonverbal
- Your Voice
- Dealing with Questions
- Successful Communication
- Conclusion

Better Business Writing

Section A: Better Business Writing

- Introduction
- Know Your Audience

Section B: Practice the Basics

- Spelling
- Punctuation
- Usage

Section C: Developing a Style

- Defining Style
- Finding Your Style
- Improving Style

Section D: Form & Format

- Selecting a Format
- Formatting

Section E: Writing Persuasively

- Motivated Sequence
- Conclusion

Effective Presentation Skills

Section A: Effective Presentation Skills

- Introduction
- Course Overview

Section B: Getting Started

- Dealing with Fear
- Reducing Anxiety
- Planning
- Key Fact

Section C: Organizing and Preparing

- Developing the Presentation
 - Handouts and Visuals
 - Practice
 - Key Fact
- ### Section D: Making Effective Presentations

- Physical Facilities
- Jumpstarting
- Delivery
- Common Mistakes
- Handling Questions
- Good Luck

Making Humor Work

Section A: Making Humor Work

- Introduction
- Humor Notes
- Humor in the Workplace
- Bad Humor
- Bridge Building
- Good Humor
- Review
- Humor Notes

Section B: Case Study: University National

- Communicate with Humor
- Differentiate with Humor
- The Humor Edge
- Humor Notes

Section C: Developing Relationships

- Getting Attention
- Creating Intimacy
- Selling With Humor
- Humor Notes

Section D: Laughter – The Stress Blocker

- The Introduction
- Overview
- Stress Reducers
- Conclusion

Successful Negotiation

Section A: Successful Negotiation

- Introduction
- Misconceptions
- Course Overview
- Key Fact

Section B: Negotiation: What and Why?

- Destination
- Identify Opportunities
- Win/Win Philosophy
- Give/Get Principle
- Key Fact

Section C: The Negotiating Process

- Six Steps
- Key Fact

Section D: Strategies and Tricks

- Preparation and Planning
- Will and Skill
- Negotiating Strategies
- Key Fact

Section E: Conclusion

- Things to Remember
- Successful Negotiation