



BUSINESS PARTNERS CENTRE, 23 JAN HOFMEYR ROAD  
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## **BUSINESS COMMUNICATION SKILLS**

***US 110506 / NQF Level 4 / Non-Credit Bearing***

### **Aim**

Develop the fundamental skills required for effective and professional business communication both verbal and written.

### **Objectives**

- Understand the core components of effective communication
- Identify and analyse target audience
- Explore the various methods of communicating including letters, emails, reports, presentations, meetings, telephone and social media
- Design the content of your message to be clear and concise, and use appropriate language
- Handle enquiries in a responsive and unambiguous manner
- Understand the importance of active listening
- Improve your vocal delivery and adjust your body language
- Understand communication across hierarchical levels
- Evaluate the effectiveness of your communication, understanding the importance of feedback and review.
- Practise communicating by presenting message content verbally.

### **Outcomes**

- Develop a more confident communication style
- Analyse your target audience and apply appropriate communication methods
- Become a stronger communicator in terms of content and delivery
- Communicate across internal departments, and with customers and suppliers, in a more clear and responsive manner.
- Practise and evaluate your communication skills for continuous development.

*PTO For Table of Contents*

One Day Course  
8:30am – 4:00pm

Refreshments and a light, finger lunch will be served at our public course  
[sales@kznbtc.co.za](mailto:sales@kznbtc.co.za) or (031) 267 1229 for bookings and further information

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