

BUSINESS COMMUNICATION SKILLS

S. No.	Module	Training Objective	Focus Areas	Method(s) of Instruction	Duration - Breakup	Total Duration
1	Welcome Presentation	To give participants an overview of the Training Program; allow participants to set ground rules during training and formulate collective	Icebreaker Setting expectations	Four-squares Exercise Instructor-led Training (ILT)	30 min. (exercise) + 30 min. (setting expectations and formulating objectives)	60 min.
2	Importance of Effective Communication	Define what effective communication is to the participants. Enable participants use a structure and some guidelines to communicate effectively in a business environment.	Definition and Process of Effective Communication Structure of Effective Communication: Introduction, Main Body, Summary, and Objective Guidelines for communicating	Time-limit exercise Seven Simple Questions exercise ILT	10 min. (Time-limit exercise) + 10 min. (Seven Simple Questions exercise) + 25 min. (ILT)	45 min.
3	Questioning Skills	To enable participants grasp ways of eliciting information through the use of different question styles. To enable participants formulate ways of building rapport and networking for	Questions that can be used: Open & Close-ended Types of questions to avoid: Multiple & Leading Rapport-building Networking for success	Paper-tearing exercise Who Are You Exercise ILT	20 min. (Paper-tearing exercise) + 40 min. (Who Are You exercise) + 30 min. (ILT)	90 min.
4	Spoken Communication	To help participants recognize the various facets of Verbal Communication and to enable them use these for communicating more effectively in business contexts.	P - Pitch I - Inflection C - Courtesy T - Tone U - Understandability R - Rate of Speech E - Enunciation Pauses in communication	Movie clip Verbal-communication exercises ILT	5 min. (movie clip) + 10 min. (verbal-communication exercises) + 45 min. (instruction)	60 min.
5	Listening	To enhance participants' understanding of effective listening; to become more intelligent and discerning listeners; thereby improving overall quality of their business communication.	Importance of Effective Listening Types of Listening - Active, Passive, and Reflective Good Listening Practices Importance of Paraphrasing & Summarizing	Chinese Whispers Movie clips Case Study Little Attentions exercise Paraphrasing & Summarizing exercise	10 min. (Chinese Whispers) + 15 min. (movie clips) + 5 min. (case study) + 10 min. (Little Attentions exercise) + 10 min. (paraphrasing & summarizing exercise) + 40 min. (instruction)	90 min.
6	Non-verbal Communication	To enable trainees complement positive body language with verbal communication to get business messages across more effectively; understand negative body-language	The importance of body language in business communication Non-verbal Communication: Do's and Don'ts Reading Body Language	Movie Clips Case study ILT	20 min. (movie clips) + 10 min. (case study) + 60 min. (instruction)	90 min.
7	Assertiveness	To enable participants communicate assertively whenever necessary in order to exude professionalism; avoid misunderstanding; build trust; and enhance performance, motivation, and	Understanding different behavior patterns What is assertiveness? Importance of being assertive Demonstrating assertiveness using	Movie Clip Role-play ILT	20 min. (movie clip) + 30 min. (role play) + 30 min. (instruction)	80 min.
8	Team Meetings	To expose trainees to the building blocks of conducting highly effective meetings.	The To-do List of good meetings Communicating in meetings Team-member and team-leader responsibilities during meetings	Case study Brainstorming Role-play ILT	20 min. (case study) + 15 min. (brainstorming) + 30 min. (role-play) + 15 (instruction)	80 min.
9	Conference Calls	To enhance participants' confidence and professionalism while getting on conference calls with clients and customers.	Conference Calls - Basic Guidelines & Do's / Don'ts	Brainstorming Role-play ILT	15 min. (brainstorming) + 40 min. (role-play) + 15 min (instruction)	70 min
10	Giving and Receiving Feedback	To equip participants with feedback skills to help enhance the quality of their interpersonal skills and create powerful results in business relationships.	Structure of Feedback Feedback - Do's and Don'ts Praising Behavior Reprimanding Behavior Using Feedback	Role-play Movie Clip Brainstorming ILT	60 min. (role-play) + 5 min. (movie clip) + 15 min. (brainstorming) + 30 min. (instruction)	110 min.