



## Effective Communication Skills

### What you'll learn

- ✓ How Communication Works
  - ★ See how different styles of communication work
- ✓ Face-to-Face Communication
  - ★ Become much more effective in face-to-face encounters
- ✓ Telephone Communication
  - ★ Get more successful by adopting easily-learned skills
- ✓ Written Communication
  - ★ Transform the quality and impact of your writing
- ✓ Questioning and Listening Skills
  - ★ Learn the core skills that underpin all successful communication
- ✓ How to be an Effective Communicator
  - ★ Improve communication by looking at your self-image and preconceptions
- ✓ Overcoming Communication Problems
  - ★ Learn how to deal with barriers, opposition, conflict and more
- ✓ Getting Better Outcomes
  - ★ See how planning and thinking ahead lay the basis for great outcomes

### What does our Communication Skills course cover?

#### Efficient Communication Creates a Happy Life!

Think of how poor communication skills create confusion. People need to guess what you want – and often guess wrong.

We teach you how to improve your communication skills by looking at oral, written, verbal and non-verbal communication, from a basic level upwards. It's the most popular course we deliver – and no wonder.

By making the way we communicate positive and clear, our relationships – and our lives – run more smoothly. Things get done more efficiently; people pay attention to us; things just work better!


So if you think that a communication skills course won't make you happier, then you should give this one a try...

This Communication skills training course, like all our courses, has been developed over many years of classroom and online delivery. Content has been thoroughly researched and is constantly updated so it's always leading edge. It's delivered by professional presenters and is full of practical knowledge and solutions.



Still wondering whether to do the course?

Just think about this: how much would you benefit if you had better communication skills?



# Course content for Effective Communication Skills

- 1  **1 - How Communication Works**



  - » What are Good Communication Skills?
  - » The Dynamics of Communication
  - » Communication is a Two Way Street
  - » The Four-Step Cycle of Communication
  - » The 6 Cs of Communication
  - » Five Communication Styles
  - » Identifying and Adjusting your Communication Style
  - » Influence or Persuade?


- 2  **2 - Face-to-Face Communication**



  - » The Three Components of Communication
  - » Body Language and Non-Verbal Messages
  - » Using the Right Words
  - » On the Front Foot: Being Positive
  - » Getting Your Appearance Right
  - » First Impressions


- 3  **3 - Telephone Communication**



  - » Advantages of Telephone Communication
  - » Factors of Voice
  - » Disadvantages of Telephone Communication
  - » Improving Telephone Communication
  - » Overcoming the Challenges of Telephone Communication


- 4  **4 - Written Communication**

  - » The Power of Words
  - » Right First Time
  - » Keep it Concise
  - » Address Your Target
  - » Keep it Simple
  - » Your Three Stage Structure
  - » Quick Tips for Types of Messages


- 5  **5 - Questioning and Listening Skills**

  - » Verbal Communication Skills
  - » How Asking Question Helps You
  - » Open and Closed Questions
  - » The Funnel
  - » The Five Levels of Listening
  - » Active Listening
  - » Non-Verbal Signs of Active Listening
  - » Verbal Signs of Active Listening
  - » Wrap Up: Beating Information Overload


- 6  **6 - How to be an Effective Communicator**



- » The Wheel of Communication
- » Getting your Self-Image Right
- » Is your Self Image Correct?
- » How to Find Out What Others Think About You
- » Asking for Feedback
- » Your History - Experiences
- » Your Preconceptions - Stereotyping
- » Prejudices
- » Dismantling Your Assumptions
- » Your Level of Understanding



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## 7 - Overcoming Communication Problems

- » Why Communication Goes Wrong
- » Overcoming Barriers to Communication
- » Dealing With Opposition
- » Dealing With Conflict
- » Delivering Difficult Messages
- » Four Tips for Delivering Difficult Messages

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## 8 - Getting Better Outcomes

- » Getting Better Outcomes
- » Intimidation: Good and Bad
- » The Effect of Location
- » Timing: What's Best for Them
- » Best Practices For Communicating Effectively

### This is a CPD Certified Course



This means that not only has it been rigorously assessed in terms of content and quality, but with the **Diploma** or **Professional** course options, you get a personalized official CPD certificate.

### And There's a Great Workbook...

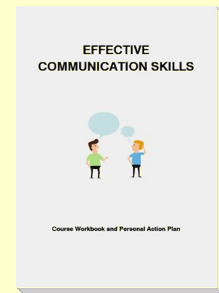
The CPD certificate you get with the Diploma and Professional course options will be your proof of **where you are**.

How about realizing your **full potential**?

Choose the **Development** or **Professional** course options and get your own great, results-focused downloadable workbook.

The workbook features:

- **Summary notes** of the course to refer to as you go
- Space for **your own notes** alongside the summaries
- Apply the lessons in each module to your own situation and needs
- The **unique ZandaX Personal Action Plan** with four structured Follow Up Sessions for you to monitor and manage your ongoing development
- A final Review Session for you to see just **how far you have come!**



# More about the ZandaX Effective Communication Skills course

## Learn How to Be a Better Communicator

### Learn how to develop good communication skills for better relationships – in business, at home and with friends

So many of the problems we experience in life, whether in business or in our private lives, can be traced back to poor communication.

And the reverse is true too. When things go well, without any mishaps, isn't that often because things were communicated well?

Learn how to communicate effectively and you'll achieve much more in your life, as more things go according to plan, and fewer things go wrong.

When you become a better communicator, you'll see more of your life work out the way you want it to!

Watch the modules, revisit them time and again ... and have fun with improving your skills!

## Learning options

This course is delivered as informative, easy-to-watch videos which you can pause, re-run and revisit as often as you like. You can view the content in any order, and review whatever you like at any time.

You also have the following options to choose from:

### Fast Track option

You don't get extra learning resources, but it's a quick and easy way to go.

**This option is for you** if you want good coverage of the subject but have limited time or budget.

### Development option

This is the most popular option because it also includes a comprehensive ZandaX workbook and Development Plan which allows you to engage fully and deepen your understanding enormously.

**This option is for you** if you're serious about your development and don't need a CPD certificate.

### Diploma option

This includes the Fast Track course, PLUS a CPD certificate. It's ideal for people who want to learn the subject to an adequate level and achieve a CPD certificate but don't need to maximize their knowledge.

**This option is for you** if you need a CPD certificate as part of your professional development, or you'd like one to put with your CV.

### Professional option

Here, you get everything: the course, PLUS a comprehensive ZandaX workbook and Development Plan, PLUS a CPD certificate. So you maximize your learning, and get an internationally recognised certificate.

**This option is for you** if you're serious about development, and want credible proof of your progress.

**ZandaX**

ZandaX – Change Your Life ... Today

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