

Business Communication (Spoken & Written) Skills for Corporate Executives
(Proposal for a Special Workshop on Skills Improvement for the Executives)

Course Design & Delivery:

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Programme Overview

The programme aims at improving the Business Communication (Spoken & Written) Skills of the Trainees/ Participants. The contents are judiciously selected and included in the module so that they provide a practical chance to the participants to think, discuss, speak, write and present in front of their colleagues / seniors/ audience as the Faculty/ Trainer gives instant corrective measures and feedback on their performance apart from the assessment.

The main focus of the workshop is to make the Trainees proficient in Speaking & Writing in English and ultimately making them future-ready to face the professional challenges in the corporate world.

Objectives

- To understand, practice and improve the Spoken communication skills
- To understand and practice the intricacies and technicalities of Written communication
- To practice proficiency in the usage of English language including style, vocabulary, grammar, punctuation and writing effectiveness
- To understand and practically workout Speaking & Writing in English in Business Situations
- To be aware of etiquette and behavior in formal and informal situations

Training Method/ Pedagogy

Interactive Discussions, Individual/ Pair & Group Tasks, practical Workout with Worksheets, Study of sample pieces of writing, Writing and developing Content, PPTs, Video/ Audio clips, Caselets & Articles & Corrective Interventions.

Workshop Duration: 20 hours or 4 days @ 4-5 hours per Day (Weekdays or Weekends)

Our Training Milestones





Workshop Syllabus & Session Plan

DAY 1			
Sl. no	TOPICS	Training Methodology	Sessions (1 hour)
1.	Business Communication (Spoken & Written) – Introduction	Ice breaking, Interaction, Intro of the topic with live examples, Video clips & PPT	1

2.	Interpersonal Skills & Checklist	Analysis through Assessment	2
3.	The Impact of Spoken & Nonverbal Communication	Workout- Pair work and Individual Talk by the participants (Video Recording)	1
4.	Principles of Business Writing : The 7 Cs of Communication	Caselet reading- " <i>Orient Marketing Pvt Ltd</i> ", Role Play, comments, writing task by the participants & Error identification with Corrections	1
DAY 2			
5.	Communication in a Multi Cultural Setting	Information about various countries and styles of communication- Caselet reading- " <i>Alfaalil Pvt Ltd</i> ", discussion, critical comments PPT & Video Clips	2
6.	Presentation Skills - Input	PPT & discussion	1
7.	Presentation Skills - Output	Brief Group Presentations by the participants (Video Recording)	2
DAY 3			
8.	The Process of Writing: A Systematic Approach to Content Writing & Development	Worksheets, Writing Task, discussion on sample works of	2

		participants & corrective measures	
9.	Precision & Expansion in Writing - (Vocabulary, Idioms & Higher Order Writing Skills booster- Pressnotes, Ads etc)	Speaking, Critical Comments, Written assignment and discussion with corrective suggestions	2
10.	Pronunciation (American and British) & Accent neutralization (Phonetics)	PPT and verbal practice	1
DAY 4			
11.	Etiquette & Behavior – Social, Online & Dining etiquette (Writing to boss, colleague, subordinate, client etc)	Pair Work, Discussion, Worksheets (Laptops, Internet & Printer required)	2
12.	Telecalling & Verbal description in different situations.	Pair Work & Discussion (Video Recording)	2
13.	Open Forum- Discussion on topics learnt, doubts clarification and participant/ trainer feedback	Interaction and feedback	1

Training Fees: Negotiable as per the level of participants and the organization

Training Booklet- Printed material is charged separately.

DVC: DVC with the Trainer's popular Workshops is available on request for sale.

Local Transport and Hospitality:

Pick Up/ Drop, Hospitality for the Trainer is the Company's responsibility.

Our Popular Life Skills Training Module

Topics
Knowing Yourself - ASK
Perception & Attitudes
Goal setting
Communication & Body Language
Listening Skills
Speaking Skills
Interpersonal Skills
Presentation Skills
Leadership & Team Building
Time Management
Creative Problem-Solving
Social skills- Netiquette, Social Etiquette, Telephone Etiquette & Dining Etiquette.
Stress Management
GDs
Mock Interviews

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