



## **COURSE OVERVIEW SS0472** **Introduction to Communication** **(E-Learning Module)**

### **Course Title**

Introduction to Communication  
(E-Learning Module)

### **Course Reference**

SS0472

### **Course Format & Compatibility**

SCORM 1.2. Compatible with IE11, MS-Edge, Google Chrome, Windows, Linux, Unix, Android, IOS, iPadOS, macOS, iPhone, iPad & HarmonyOS (Huawei)



### **Course Duration**

30 online contact hours  
(3.0 CEUs/30 PDHs)



### **Course Description**



In today's fast-paced business environment, daily schedules often include numerous meetings and communications in addition to more traditional individual project work. Strong communication skills help leverage such interactions into opportunities for building consensus and improving efficiency.



This course emphasizes specific tools and techniques for improving listening skills, delivering effective messages and bridging different communication styles. In extensive workshops, you develop the "communications agility" needed to handle interactions with people at varying levels across an organization.



The course participants will come to grips with the underlying concept of communication as a method of building and establishing healthy interpersonal relationships, in all the various work situations such as conflict containment, empowerment, development and most importantly getting work done through people.

This course is designed to provide participants with a basic overview of communication. It covers the fundamentals and communication; the elements in the communication process; the principles of business communication; making the right impression; communicating with confidence; and interpersonal skills.



Further, the course will also discuss the basic model of communication; the barriers to communication, types of body language, the four sides communication model and the top ten tips for good interpersonal communication; the various ways to increase effectiveness of communication and the 7 C's of communication; the communication process using various levels of communication channels and module; effective team communication; the essential skills of communication, communication and interpretation skills; the five C's of influential communication; and the various ways to overcome communication barriers, maintaining online channels and improving communication.

During this interactive course, participants will learn the self-concept, self-esteem and self-confidence; the high and low-context language; expressing ideas clearly and concisely; listening actively to show understanding; the listening strategies, emotional intelligence, customer service excellence and effective service communications; the telephone standards; taking responsibility for helping the customer; getting your message across effectively; the various ways to increase communication effectiveness; the relationship between communication and job performance; the communication skills for customer service; building the business/consumer relationship; building trust and dealing with challenging conversations; planning for a learning and strategic conversation; the constructive feedback and rapport building; dealing with difficult people; the art of listening; the keys to effective listening; and avoiding the common faults of listening.

### **Course Objectives**

The objective of this programme is to familiarize new employees with the main concepts and themes of Effective Communication:-

- Apply and gain a fundamental knowledge in communication
- Be able to express ideas clearly and concisely, both verbally and in writing
- Understand the importance of active listening
- Be able to use non-verbal clues that shows they are listening and practice how to identify emotions by interpreting body language, tone, facial expressions etc. As well as understand the breakdown of communication between Words, Tone and Body Language
- Understand the importance of building a network of contacts within the organization, how to identify and build opportunities for themselves to enlarge their network, as well as practiced various techniques of how to approach a person for the purpose of networking
- Understand the importance of sustaining positive work relationships with colleagues (both cross-functional and across the K-Group)
- Have practiced using facts or figures to influence others, and how to recognize key influencers or decision makers in their area
- Discuss the fundamentals and communication and the elements in the communication process

- Explain the principles of business communication, make the right impression and communicate with confidence
- Differentiate communication versus conversation, apply interpersonal skills and identify the basic model of communication
- Recognize the barriers to communication, types of body language, the four sides communication model and the top ten tips for good interpersonal communication
- Identify the various ways to increase effectiveness of communication and the 7 C's of communication
- Facilitate according to communication process using various levels of communication channels and module
- Discuss effective team communication, the essential skills of communication, communication and interpretation skills and the five C's of influential communication
- Avoid gesture, movement, posture and facial expression mistakes as well as communication breakdown
- Identify the various ways to overcome communication barriers, maintain online channels and improve communication
- Stay energized and positive as well as discuss self-concept, self-esteem and self-confidence
- Discuss high and low-context language, express ideas clearly and concisely as well as listen actively to show understanding
- Apply listening strategies, emotional intelligence, customer service excellence and effective service communications
- Carryout telephone standards, take responsibility for helping the customer and get your message across effectively
- Employ various ways to increase communication effectiveness and discuss the relationship between communication and job performance
- Apply communication skills for customer service, build the business/consumer relationship, build trust and deal with challenging conversations
- Plan for a learning and strategic conversation and apply constructive feedback and rapport building
- Deal with difficult people, apply the art of listening, identify the keys to effective listening and avoid the common faults of listening

### **Who Should Attend**


This course provides an overview of all significant aspects and considerations of communication for managers, supervisors, under development (newly hired) employees and for those who need to deliver clear messages, staff whose job demands frequent communication with groups and those who want to strengthen their communication skills and enhance their ability to interact with others.

### Course Certificate(s)

Internationally recognized certificates will be issued to all participants of the course.

### Certificate Accreditations

Certificates are accredited by the following international accreditation organizations: -


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USA International Association for Continuing Education and Training (IACET)

Haward Technology is an Authorized Training Provider by the International Association for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 1-2013 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 1-2013 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units (CEUs)** in accordance with the rules & regulations of the International Association for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **3.0 CEUs** (Continuing Education Units) or **30 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

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British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

### **Training Methodology**

This Trainee-centered course includes the following training methodologies:-

- Talking presentation Slides (ppt with audio)
- Simulation & Animation
- Exercises
- Videos
- Case Studies
- Gamification (learning through games)
- Quizzes, Pre-test & Post-test

Every section/module of the course ends up with a Quiz which must be passed by the trainee in order to move to the next section/module. A Post-test at the end of the course must be passed in order to get the online accredited certificate.

### **Course Fee**

As per proposal

### **Course Contents**

- Communication Fundamentals
- Activity
- Introduction
- Definition of Communication
- Elements in the Communication Process
- Element 1: Sender / Source
- Element 2: The Receiver / Audience
- Analysis of the Audience
- Element 3: Communication Situation
- Element 4: The Purpose of Communication
- Element 5: Message
- Element 6: Encoding
- Element 7: Communication Medium Channel
- Element 8: Decoding and Interpretation
- Element 9: Feedback
- What forms of feedback are there?
- Principles of Business Communication

- Making the Right Impression
- Think First
- Group Activity
- Communicating with Confidence
- Group Discussion
- Individual Activity
- Case study #1
- Quiz #1
- Communication and Conversation
- Interpersonal Skills
- Conversation versus Communication
- Conversation
- Communication
- Business Conversation
- The Trust Cycle
- Types of Business Conversation
- Communication
- Basic Model of Communication
- Non-Verbal Communication
- Types of Communication
- Elements of Communication
- Forms of Nonverbal Communication
- Barriers to Communication
- Types of Body Language
- Four Sides Communication Model
- Top Ten Tips for Good Interpersonal Communication
- Empathy
- Ways to Increase Effectiveness of your Communication
- 7 C's of Communication
- Case study #2
- Quiz #2
- Overview of Effective Team Communication
- Communication



- A Communication Model
- Effective Communication
- Essential Skills of Communication
- Communication & Interpretation Skills
- Communicating Influentially
- Understanding: Apply the 5 C's of Communications
- The Five C's of Influential Communication
- Body Language
- Interpersonal Skills
- Group Dynamics & Power Centres
- The Facilitator
- Communication Process
- The Process of Communication
- Levels of Communication
- Communication Channels
- Communication Module
- Body Language
- Gesture Mistakes
- Movement Mistakes
- Posture Mistakes
- Facial Expression Mistakes
- Exercise
- Facial Expression
- Exercise
- Avoiding Communication Breakdown
- Crisis Communication
- Feedback and Learning
- Ways to Overcome Communication Barriers
- Semantics
- Maintaining Open Channels
- Tips for Improving Communication
- Staying Energized and Positive
- Self-Concept



- Self-Esteem and Self-Confidence
- High-Context Language
- Low-Context Language
- Case study #3
- Quiz #3
- Express Ideas Clearly and Concisely
- Listen Actively to Show Understanding
- Listening Strategies
- Seek First to Understand, then to be Understood
- Elements of Effective Communication
- Body Language, Non-Verbal Communication
- Pair Activity
- Body Language - 'Actions speak louder than words'
- The Face
- Gestures
- Body Posture and Position
- Voice
- Words
- Individual Activity
- Emotional Intelligence and Effective Communication
- Emotional Intelligence
- Class Activity
- Case study #4
- Quiz #4
- Customer Service Paradigm
- Customer Service
- Customer Service Excellence
- Al Gore's Cross-Cultural Communication
- Customer Service Model
- Exceed Customer Expectations
- Why do Customers Stop Shopping with a Business?
- Communication!
- Effective Service Communications





- Ineffective Communications
- Question Technique
- Non-Verbal Techniques
- Facial Expressions
- Why Use the Phone?
- Avoid Trigger Words!
- Effective Customer Service = Practice “Aggressive Hospitality”
- Telephone Standards
- Answer the phone (by the 3rd ring)
- First Impressions
- Attitudes – Who are you?
- Negative Thinking
- Positive Thinking
- Attitude and Behaviour
- Professional Image
- Take Responsibility for Helping the Customer
- Projecting a Positive Image
- Negative Messages
- Remember!!
- Role Play
- Case study #5
- Quiz #5
- Getting your Message Across Effectively
- Self-Image
- Proper Etiquette?
- Dress
- Global Dress Codes
- Ways to Increase Communication Effectiveness
- Facial Expression
- Keep Smiling
- Global Perspectives: The Smile Trainers
- Collegial Communication
- Effective Communication is Essential for



- Job placement
- Job performance
- Career advancement
- Success in the new world of work
- Relationship Between Communication and Job Performance
- Key Questions
- Collegial Communication
- Why Colleague Engagement Matters to Corporate Communicators
- Magic Stick Exercise
- Communications Skills for Customer Service
- Five Things You Should Never Tell Your Customers
- Aspects Arising from the Consumer
- Role of Traditional Channels in Customer Relationships
- Building the Business/Consumer Relationship
- CRM = Customer Relationship Management
- About CRM
- CRM Advantages
- Building Trust
- People don't care how much you know until they know how much you care!
- Moments of Truth
- Customer Service
- Discussing Technical Topics with a Non-Technical Audience
- The Relevance of Tech. Comm.
- Characteristics of Tech. Comm.
- Case study #6
- Quiz #6
- Dealing with Challenging Conversations
- Challenging Conversations
- What are your Challenging Conversations?
- So many Conversations
- Difficult Conversations
- The Dilemma
- Confronting Process



- Each Difficult Conversation has Three Features
- Moving to a Learning Conversation
- Planning for a Learning Conversation
- Planning for a Strategic Conversation
- Feedback
- Constructive Feedback
- Purpose of Giving Constructive Feedback
- Ask Questions & Listen
- Agree on a Solution
- Questions for One-to-ones
- Activity
- Ending on a Positive Note
- Participants Competency Test
- What did we learn today?
- Rapport Building
- What is Rapport
- Establish Rapport by Pacing
- Is Rapport Important?
- “Rapport is the Ultimate Tool for Getting Results with other People”
- Activity
- Building Rapport with Groups
- Exercise: Timed pair share
- Case study #7
- Quiz #7
- Dealing with Difficult People
- Remember the Brain Profile
- Case study #8
- Quiz #8
- The Art of Listening
- Listening
- Empathic Listening
- Active Listening
- Keys to Effective Listening





- Common Faults of Listening
- Listening is Therapeutic!
- Case study #9
- Quiz #9
- The Power of Listening
- Worth of Listening
- Thought of the Hour
- % Time in Communication Modes
- Active Listening Requires
- Active Listening (3 Steps)
- Step 1: Listen
- Step 2: Question
- Step 3: Reflect-Paraphrase
- The Johari Window Model
- Barriers to IPR
- Sustainable Relationship
- Case study #10
- Quiz #10

