

# Effective Business Communication

## OVERVIEW

Communication is the act of conveying ideas, intention, thoughts, feeling, attitude & information from one human being to other. Effective communication is an important part of business success. In business, we use this skill to trade with other human being; and to make it effective we must use this skills wisely.

## PROGRAMME DURATION

Ideal for 2-days (9:30 AM to 5:30 PM)

## LEARNING OBJECTIVE

- Principles of effective communication.
- Verbal & non-verbal communication.
- Communicate assertively & effectively.
- Identify communication barrier
- Apply a positive tone in business communication.
- Use conference call etiquette.
- Benefits of effective business communication.
- Characteristic of effective feedback.

