



Communication Series

5 Sessions –

8-10 Hours of Interactive Training

The Communication Series from LearnKey provides five courses of instruction that help develop the communication skills of employees, managers and executives. Courses include Effective Presentation Skills; Better Business Writing; Better Business Communication; Successful Negotiation; and Making Humor Work.

About The Authors

Phillip Bozek is president of Communication Designs Inc., a training company located in Tampa, Florida, that specializes in effective meeting, presentation, and training skills; business writing; facilitation; and coaching.

Marion E. Haynes holds an M.B.A. with distinction in management. He has specialized in the design, presentation, and evaluation of management training since 1968.

Steve Mandel is President of Frontline Group/Mandel Communications and is a nationally known training consultant and lecturer specializing in presentation skills training.

Dr. Terry Paulson is President of Paulson and Associates, Inc., a licensed psychologist, a best-selling author and one of the busiest professional speakers in America.

Robert B. Maddux is president of Maddux Associates, Consultants in Human Resources Management.

Better Business Communication

- Section A: Introduction
 - Course Overview
 - Key Fact
- Section B: The Meeting
 - Before the Meeting
 - During the Meeting
 - Leading the Meeting
 - Decisions and Actions
 - Key Fact
- Section C: The Memo
 - Business Communication
 - Your Audience
 - Brainstorming, Organizing, and Editing
 - Key Fact
- Section D: The Presentation
 - The Introduction
 - Getting Attention
 - Nonverbal
 - Your Voice
 - Dealing with Questions
 - Successful Communication
 - Conclusion

Better Business Writing

- Section A: Better Business Writing
 - Introduction
 - Know Your Audience
- Section B: Practice the Basics
 - Spelling
 - Punctuation
 - Usage
- Section C: Developing a Style
 - Defining Style
 - Finding Your Style
 - Improving Style
- Section D: Form & Format
 - Selecting a Format
 - Formatting
- Section E: Writing Persuasively
 - Motivated Sequence
 - Conclusion

Effective Presentation Skills

- Section A: Effective Presentation Skills
 - Introduction
 - Course Overview
- Section B: Getting Started
 - Dealing with Fear
 - Reducing Anxiety
 - Planning
 - Key Fact
- Section C: Organizing and Preparing
 - Developing the Presentation
 - Handouts and Visuals
 - Practice
 - Key Fact
- Section D: Making Effective Presentations
 - Physical Facilities
 - Jumpstarting
 - Delivery
 - Common Mistakes
 - Handling Questions
 - Good Luck

Making Humor Work

- Section A: Making Humor Work
 - Introduction
 - Humor Notes
 - Humor in the Workplace
 - Bad Humor
 - Bridge Building
 - Good Humor
 - Review
 - Humor Notes
- Section B: Case Study: University National
 - Communicate with Humor
 - Differentiate with Humor
 - The Humor Edge
 - Humor Notes
- Section C: Developing Relationships
 - Getting Attention
 - Creating Intimacy
 - Selling With Humor
 - Humor Notes
- Section D: Laughter – The Stress Blocker
 - The Introduction
 - Overview
 - Stress Reducers
 - Conclusion

Successful Negotiation

- Section A: Successful Negotiation
 - Introduction
 - Misconceptions
 - Course Overview
 - Key Fact
- Section B: Negotiation: What and Why?
 - Destination
 - Identify Opportunities
 - Win/Win Philosophy
 - Give/Get Principle
 - Key Fact
- Section C: The Negotiating Process
 - Six Steps
 - Key Fact
- Section D: Strategies and Tricks
 - Preparation and Planning
 - Will and Skill
 - Negotiating Strategies
 - Key Fact
- Section E: Conclusion
 - Things to Remember
 - Successful Negotiation