



### 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