

## Communicating Strategically

**Length:** 1 Day

**Summary:** In this course, students will explore how to communicate more effectively and strategically with others using strategic-thinking practices, which include thinking conceptually, imaginatively, systematically, and opportunistically.

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### COURSE CONTENT

- 1: COMMUNICATING STRATEGICALLY**
  - Workplace Communication Skills
  - Understanding the Influence of Strategic Thinking
  - Communicating Effectively
- 2: ACHIEVING THE PREFERRED OUTCOME**
  - Thinking About Outcomes
  - Consider Every Situation When Determining Your Desired Outcome
- 3: UNDERSTANDING YOUR AUDIENCE**
  - Who is Your Target Audience?
  - Identify Your Audience
- 4: CHOOSING YOUR CHANNEL**
  - Communication Channels
  - Determining Your Communication Channel
  - Considering Context When Determining Your Communication Channel
- 5: DESIGNING YOUR MESSAGE**
  - Getting Your Message Across
  - Communicating Strategically in Practice
  - Applying the Skills of an Effective Communicator