

Communicating Strategically

Length: 1/2 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.

COURSE CONTENT

COMMUNICATING STRATEGICALLY FOR RESULTS

- Workplace Communication Skills
- Understanding the Influence of Strategic Thinking
- Communicating Effectively

ACHIEVING THE PREFERRED OUTCOME

- Thinking About Outcomes
- Consider Every Situation When Determining Your Desired Outcome

UNDERSTANDING YOUR AUDIENCE

- Who is Your Target Audience?
- Identify Your Audience

CHOOSING YOUR CHANNEL

- Communication Channels

DESIGNING YOUR MESSAGE

- Getting Your Message Across