



CONTINUING EDUCATION

Course Outline

Impactful Communication in the Workplace

Your communication can impact people's perceptions of your trustworthiness, knowledge, respectability and authority. That's why employers look for employees with effective writing and speaking skills. In this interactive course, learn how to write reader-centered email, reports and business documents; utilize correct grammar, style and wording to polish your communication; speak comfortably at meetings; deliver persuasive presentations; and use PowerPoint and storytelling to add interest to your presentations.

Who Should Take This Course?

This course is designed for anyone who has to communicate via written or spoken word with staff, coworkers, clients, customers, citizens or the public.

Course Objectives

- Write reader-centered email, reports and business documents
- Use proper grammar, style and wording
- Give persuasive business and sales presentations
- Speak comfortably at meetings and in the public
- Use PowerPoint and storytelling to add interest to presentations
- Handle anxiety and nerves

Course Info

- Length: 9 hours
- Format: Classroom instruction, demonstration and exercises
- Prerequisite: None

Course Content

Write reader-centered email, reports and business documents

- Snag readers' attention with your subject line, and get your message across the first three sentences
- Apply techniques for writing tasks to explain, request, persuade, handle complaints, be assertive, problem-solve, write executive summaries, reports and speeches

Use proper grammar, style and wording

- Choose the best words, sentences, paragraphs and techniques of professional writers for being clear, concise and convincing
- Edit writing for punctuation, grammar, spelling and technical terms
- Get the latest tips from the Associated Press on style, social media and common errors

Give persuasive business and sales presentations

- Plan presentations that convey your information and messages while meeting the needs of your audience
- Open presentations in 30 seconds or less
- Pitch your ideas to sell or persuade using the psychological and logical tips from the fields of marketing, infomercials and lawyers

Speak comfortably at meetings and in the public

- Use the four voice techniques used by radio and television broadcasters to sound confident, decisive and authoritative
- Practice introducing yourself
- Think quickly on your feet in meetings when you're called on to answer questions and sound intelligent
- Answer questions when you don't know the answer

Use PowerPoint and storytelling to add interest to presentations

- Design PowerPoint slides from scratch (color, lettering, etc.) to amplify and convey your messages
- Sequence your slides to keep your audience awake
- Create and tell memorable stories to illustrate your ideas and messages using a 4-part method (somebody, wanted, but, so)

Handle anxiety and nerves

- Master your speaking anxieties and nervousness by applying the best body language
- Gain tips on eye contact, facial expressions, gestures, standing, sitting, using notes, reading speeches, what to wear, what to eat and how to rehearse
- Practice voice exercises addressing projection, eye contact and articulation

Assessment /Evaluation

This course is not assigned a letter or numerical grade. However, in some cases, skill assessments may be administered during the course to gauge progress and comprehension.

Course Completion/Continuing Education Unit (CEU) Letter

If your company requires proof of course completion, or if you would like to have proof for your own records, you may request a Course Completion/Continuing Education Unit (CEU) letter **after the final session of your course**. You must attend* 80 percent of the course (or 100 percent of a single-day course) to qualify for the letter. You can [request a Course Completion/CEU letter online](#).

Certificates of Completion for Certificate Programs

To receive a Certificate of Completion for the Workplace Excellence Certificate, you must take all seven required courses and attend* 80 percent of the entire certificate (calculated by total number of sessions). If you complete a certificate program by taking courses individually (not through a series), you can [request a Certificate of Completion online](#).

*Attendance for CEU letters and certificate programs is verified via the sign-in sheets provided at each class session. It is your responsibility to sign-in.

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The accommodations authorized on your forms should be discussed with your instructor. All discussions will remain confidential. Accommodations are not provided retroactively, so it is essential to discuss your needs at the beginning of the quarter. Additionally, only accommodations approved by Disability Support Services will be provided. This syllabus is available in alternate formats upon request. Green River College is an equal opportunity educator and employer. Learn more at www.greenriver.edu/accessibility.