

## **Title: Effective Communication**

**Aims:** To explore the communication process in all aspects of business and commerce.

**Objectives:** Examine theories the communication  
Explore importance of congruence  
Examine how to develop non-verbal communication skills  
Develop language patterning

### **Target Audience:**

This course is for candidates who wish to develop their communication skills, and explore the elements of an effective communicator.

### **Course Content**

- Methods of communication
- Congruence
- Body language
- Theories of communication
- Developing your skills
- Skill practice
- Language patterning and responses
- Understanding customers
- Models of communication.

### **Commentary**

This course is for those who wish to develop their communication skills. It explores theories of communication and enables participants to develop their communication skills by exploring their own methods of communication and how to match this to other people. It also uses a range of techniques to practice and develop your skills.