

Communication Skills

Communicaid's communication skills trainers are chosen for their extensive training experience and specialist skills in professional communication.

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Effective Business Writing

In today's busy working environment it is essential to produce clear, reader-friendly written English to tight deadlines. Many expatriates working in large international companies can communicate very effectively when speaking English, but find they need more time and support when writing.

Suitable for

Anyone who either needs to write a large number of business documents at speed or would like to develop a more professional writing style. Also suitable for anyone who currently relies on colleagues and supervisors to edit their work.

Major areas of focus

- Key elements of good writing, e.g. planning, style, structure
- Audience awareness
- Punctuation and grammatical accuracy

On completion

- Ability to write more quickly
- More coherent organisation of ideas
- More professional, reader-friendly written style
- Wider range of language
- Enhanced editing skills
- Improved presentation of business documents

Optional enhancements

- Remote email training

Combine with

- E-learning support
- Individual Business English training

Duration


Flexible

"His manager has already noticed a difference in the readability of his work."

Jo Woodcock,
Product Research Executive,
AXA PPP Healthcare

*Refer to page 32 for public programme details

 1 Jan - Dec

 30 hours (suggested)

 Individual & In-company Group*

 £875/per day

 2+

 Worldwide

Writing with Impact

In order to ensure that your communication is read and acted upon, you need not only to write competently, but also write with impact. While a document may be correctly written and well structured, there is often a distinct absence of the sophisticated and targeted language necessary to influence, inspire and persuade. What is more, the correct use of register, tone and degree of warmth is often missing which can seriously impact how your message is received and acted upon.

Suitable for

Native level speakers of English who already write to a good standard.

Major areas of focus

- Review of key principles of good writing
- Techniques for creating impact
- Language to persuade and influence
- Techniques for emphasis
- Making your writing memorable
- How to build warmth and rapport
- Writing to your audience

On completion

- Express complex ideas and issues effectively in your written communication
- Write documents that get read
- Build rapport with your readers
- Write to influence, persuade, motivate and inspire
- Write punchy documents that produce the required action

Optional enhancements

- Individual coaching

Combine with

- Effective Business Writing
- Professional Email Writing

Duration


Flexible

"I found the writing course beneficial because it allowed me to learn how to plan my drafting and how to develop a clear, concise and accurate writing style. Only a few days after the course, my line manager congratulated me on the improvements I had made!"

Catherine Dohou,
Foreign & Commonwealth Office
(United Kingdom)

*Refer to page 32 for public programme details

 1 Jan - Dec

 0.5 - 2 days (suggested)

 Individual & In-company Group*

 £995/per day

 3.5+

 Worldwide

Professional Email Writing

With email and instant messaging fast becoming the default communication vehicles for many organisations, effective and accurate writing skills have never been more in demand. Poorly written correspondence reflects negatively not only on the individual, but also the organisation. This programme has been designed to help you avoid the most common pitfalls with this form of virtual communication.

Suitable for

Both native and non-native speakers of English who routinely correspond with clients and colleagues by email and would like to improve the style, speed and effectiveness of their correspondence.

Major areas of focus

- Key principles of good writing
- Editing skills: punctuation review & grammatical accuracy; consistency; eliminating redundancy
- Style and language for email writing
- Email etiquette and creating rapport with your reader

On completion

- Friendly but professional style of correspondence
- Techniques to ensure emails and other correspondence receive the attention they deserve
- Greater understanding of best practice and etiquette for email correspondence

Optional enhancements

- Remote email training
- E-learning support

Combine with

- Business English
- Effective Business Writing

Duration


Flexible

“The professional approach of the trainer was remarkable. The terminology I learned was of immediate benefit...”

Mr Dieter Feller,
Senior Manager,
Compliance Department,
Deutsche VerkehrsBank (Germany)

*Refer to page 32 for public programme details

 1 Jan - Dec

 1.5 days (suggested)

 Individual & In-company Group*

 £875/per day

 3.5+

 Worldwide

Proposal Writing

Most sales and marketing professionals are recruited for their spoken communication and presentation skills and often see proposal writing as a chore to be avoided or rushed. A skilfully-written proposal, however, is vital to the success of bids or tenders for new business, making the difference to whether a contract is ultimately won or not.

Suitable for

- New or experienced sales professionals
- Key account management personnel
- Bid managers

Major areas of focus

Effective writing skills through the development of a persuasive and reader-focused approach.

On completion

- More confidence in writing effective sales proposals
- More convincing and persuasive style of sales writing
- Ability to target your proposals for each particular audience
- Written skills that make you stand out from your competitors

Optional enhancements

- Remote email training
- E-learning support

Combine with

- Business English
- Professional Email Writing

Duration

Flexible

“Great course. Lots to take away and put into practice.”

Stephanie Burgess
Trainer
Capital One (United Kingdom)

 1 Jan - Dec

 0.5 - 2 days

 Individual & In-company Group

 £1100/day

 3.5+

 Worldwide

Report Writing

Report writing is now an essential skill for corporate and public sector employees at all levels. However, a badly written report risks remaining unread, its objectives not reached and the ability of the author questioned. An effectively written report influences and persuades while leaving a permanent record of your research and thought processes.

Suitable for

- Professionals who regularly write reports for external and internal audiences
- Technical experts who are required to write reports for a non-expert audience
- Anyone whose role has changed to include more report writing

Major areas of focus

Produce easy-to-read, effective documents that will achieve your desired results.

On completion

- Ability to write reports more quickly and more confidently
- Better structured and organised, clearly written, effective reports
- Awareness of how to adapt your reporting style according to the audience and purpose of the report

Optional enhancements

- Remote email training
- E-learning support

Combine with

- Individual Business English training

Duration

Flexible

"All the participants found the trainer extremely helpful and approachable. We look forward to training with Communicaid again in the future."

Agata Czamara,
Deputy Head,
Training Department,
National Bank of Poland

Presenting in English

Whether you are presenting to a small meeting or a conference, communicating your message clearly and professionally is crucial. Your audience's ability to follow and be persuaded is defined by not only your ability to explain your ideas clearly, but also by how convincing you are.

Suitable for

Anyone who addresses large audiences, regularly makes formal presentations or speaks at meetings or who delivers internal training or induction programmes.

Major areas of focus

- Presentation language you need to express your ideas
- Techniques for the effective structuring of your speech (e.g. sequential argument vs. question orientated approaches)
- Employing visual aids
- Pertinent cultural influences
- Body language and creating rapport

On completion

- Greater confidence when giving speeches and presentations
- Enhancement of your own personal delivery style
- More effective use and control of your voice
- Greater awareness of non-verbal signals

Optional enhancements

- One-on-one coaching

Combine with

- Individual Business English training
- Country specific cultural awareness training

Duration

Flexible

"Our personnel have always been extremely happy with the training...."

Paula Kinnunen,
Vice President,
Helsinki Business Polytechnic
(Finland)

*Refer to page 32 for public programme details

 1 Jan - Dec

 0.5 - 2 days

 Individual & In-company Group*

 £995/per day

 3.5+

 Worldwide

 1 Jan - Dec

 0.5 - 2 days

 Individual & In-company Group*

 £1200/day

 3.5+

 Worldwide

Negotiating in English

In today's competitive market place, successful negotiations require a highly complex set of skills that test the ability of corporate and public sector employees alike. Negotiating in another language is even more complex where the use of nuance, sophisticated sentence structure and body language all play their part.

Suitable for

Non-native speakers working in an English speaking environment, either regularly negotiating with English speaking clients and suppliers or who would like to reinforce their language skills for successful negotiating in English.

Major areas of focus

- Language refinement: signposting; summarising; specialist technical vocabulary
- Analysis of own negotiating style within an international environment
- Cultural factors influencing negotiating styles in the English speaking business world

On completion

- Greater confidence when negotiating with English speaking clients and suppliers
- Specialist and functional language to carry out successful negotiations in English with more confidence
- Greater understanding of the cultural influences affecting 'Anglo' negotiating styles

Optional enhancements

- Working lunch

Combine with

- Individual Business English training
- Negotiating Across Borders

Duration

Flexible

*Refer to page 32 for public programme details



Accent Reduction and Recognition

A noticeable accent in your speech can sometimes spark frustration and cause delay. Colleagues and clients may find they misunderstand you or need to ask you to repeat yourself – all of which will affect how you are perceived. This programme looks at how sounds and the voice are used and will help you to adapt your speech to achieve clearer communication.

Suitable for

Anyone whose accent affects their intelligibility when communicating in English or who would like to be able to use their voice more clearly and confidently. Also suitable for anyone whose role involves telephone contact with a target audience from a specific region or country.

Major areas of focus

- Improve the sound and style of your speech
- Sounds and voice – how they are produced and used in your local environment
- Analysis of the key features of the target accent

On completion

- Greater ability and confidence to use and control your voice
- Greater awareness of your particular problem sounds and how to modify speech where necessary

Optional enhancements

- Working lunch

Combine with

- Presenting in English

Duration

Flexible



"Communicaid designed and delivered a first-class ... programme for our overseas agents. It surpassed all our expectations and has contributed to our organisation maintaining its competitive advantage."
VP Operations
Leading Global Contact Centre