



**Communicating for Impact**  
Training Modules



## Communicating for Impact

- Would your staff benefit from increased business acumen and business knowledge?
- Can you help your organization's leadership identify, solve and manage problems in the workplace?
- Are there business principles that might improve your organization's success?

Developing one's communication skills is essential in the modern world, whether it is for use in a company board meeting, training a staff of promoted employees, participating in a web conference with remote teammates, or speaking at a friend's wedding. No matter our personal, professional, or civic goals and interests, there is a consistent need for the ability to design and deliver messages effectively. The Communicating for Impact Training provides managers the chance to develop their communication skills via traditional and contemporary modes of public speaking in ways directly applicable to career or private life. The training features practical, relevant, technological enhanced instruction taught by experienced faculty.

The target audience for this training includes individuals that are in lower-level management or are new to management. Typical work experience ranges from 0 - 10 years.

### Seven unique module offerings

*Each self-paced module is designed to be completed as a standalone learning experience, with the following additional features:*

- ✓ Mix and match—choose from 1-7 modules that address your organization's management challenges, goals, and priorities.
- ✓ Learning format—self-paced, instructor supported online coursework.
- ✓ Flexible course schedules—completion timelines are variable and determined by your situation and convenience.
- ✓ Your organization's specific business case studies and exercises may be included as supplements.

The following seven module offerings may be completed by participants in variable amounts of time (estimated as being up to 19 hours each), according to prior education and experience.



## Module 1 Title: Defining Communication

### Description

Participants enrolled in this module will examine basic principles of communication and effective public speaking. Participants will deliver an informative message that fulfills a defined purpose, reflect on oral communication strengths and weaknesses, and develop a plan to improve.

### Topic Readings

- Introduction to Communication
- Communication Confidence
- Ethical Communication

### Objectives

Examine basic principles of communication and effective public speaking. Participants will deliver an informative message that fulfills a defined purpose, reflect on oral communication strengths and weaknesses, and develop a plan to improve by:

- Defining the basic elements in the communication process
- Identifying the tradition and historical roots of communication and public speaking
- Explaining the importance of communication in personal, professional, and civic contexts
- Explaining how communication anxiety affects public speaking

## Module 2 Title: Preparing Presentations

### Description

Participants enrolled in this module will reflect on oral communication strengths and weaknesses and develop a plan to improve, select and then apply techniques in order to enhance the delivery of oral communication, and apply the use of critical listening in order to analyze a presentation.

### Topic Readings

- Listening
- Choosing Topics
- Organizing Ideas
- Outlining the Presentation

### Objectives

Reflect on oral communication strengths and weaknesses and develop a plan to improve, select and then apply techniques in order to enhance the delivery of oral communication, and apply the use of critical listening in order to analyze a presentation by:

- Establishing a framework for criticism of presentations based on rhetorical strategies
- Explaining basic concepts of listening and its role in effective communication
- Identifying behaviors, factors, and contexts that contribute to or detract from effective listening
- Reflecting on one's listening skills and describe the respective strengths and opportunities
- Organizing ideas in a manner that promotes an effective message transfer



## Module 3 Title: Critiquing Presentations and Analyzing Audiences

### Description

Participants enrolled in this module will reflect on oral communication strengths and weaknesses and develop a plan to improve; select and then apply techniques in order to enhance the delivery of oral communication; employ an effective arrangement of oral communication messages to support a communication strategy; and conduct an audience analysis in order to design communication appropriate for a specified audience, such as academic, professional, social, or community.

### Topic Readings

- Analyzing Your Audience
- Beginning and Ending the Presentation
- Delivering the Presentation

### Objectives

Reflect on oral communication strengths and weaknesses and develop a plan to improve; select and then apply techniques in order to enhance the delivery of oral communication; employ an effective arrangement of oral communication messages to support a communication strategy; and conduct an audience analysis in order to design communication appropriate for a specified audience, such as academic, professional, social, or community by:

- Establishing habits of providing honest, constructive criticism to others
- Providing criticism that fosters one's understanding of public speaking and contributes to the improvement of others' processes
- Using rhetorical strategies that begin and end presentations in effective, dynamic, or creative ways
- Listing ways information may be obtained about an audience

## Module 4 Title: Research and Visual Communication

### Description

Participants enrolled in this module will reflect on oral communication strengths and weaknesses and develop a plan to improve; employ an effective arrangement of oral communication messages to support a communication strategy; conduct an audience analysis in order to design communication appropriate for a specified audience, such as academic, professional, social, or community; and incorporate visual aids into oral communication to support a chosen message.

### Topic Readings

- Integrating Support Material
- Using Appropriate Language
- Designing Presentation Aids

### Objectives

Reflect on oral communication strengths and weaknesses and develop a plan to improve; employ an effective arrangement of oral communication messages to support a communication strategy; conduct an audience analysis in order to design communication appropriate for a specified audience, such as academic, professional, social, or community; and incorporate visual aids into oral communication to support a chosen message by:

- Analyzing the role of language in presentations
- Demonstrating awareness of language use appropriate to the context of a presentation
- Gathering appropriate research to foster credibility with an audience
- Analyzing the role visual communication plays in presentations



## Module 5 Title: Persuasive Messaging

### Description

Participants enrolled in this module will select and then apply techniques in order to enhance the delivery of oral communication; analyze the points of view, and then prepare and deliver a persuasive oral message that fulfills a defined purpose, such as persuading the audience to change beliefs, attitudes, values, or behavior.

### Topic Readings

- Understanding Persuasive Principles
- Using Communication in the 21st Century

### Objectives

Select and then apply techniques in order to enhance the delivery of oral communication; analyze the points of view, and then prepare and deliver a persuasive oral message that fulfills a defined purpose, such as persuading the audience to change beliefs, attitudes, values, or behavior by:

- Identifying basic principles and patterns of persuasion
- Listing potential paradigms and perspectives surrounding a situation with a persuasive need
- Applying critical thinking to message reception
- Devising a preliminary persuasive message strategy to fulfill a personal, professional, or civic purpose

## Module 6 Title: Presenting in Groups

### Description

Participants enrolled in this module will incorporate visual aids into oral communication to support a chosen message; analyze the points of view, and then prepare and deliver a persuasive oral message that fulfills a defined purpose, such as persuading the audience to change beliefs, attitudes, values, or behavior; and apply concepts to resolve problems, demonstrate clear leadership, and present in a format that includes multiple presenters.

### Topic Readings

- Building Arguments

### Objectives

Incorporate visual aids into oral communication to support a chosen message; analyze the points of view, and then prepare and deliver a persuasive oral message that fulfills a defined purpose, such as persuading the audience to change beliefs, attitudes, values, or behavior; and apply concepts to resolve problems, demonstrate clear leadership, and present in a format that includes multiple presenters by:

- Identifying patterns of persuasion
- Constructing persuasive messages using an audience-centered approach
- Identifying the steps in a typical group's process
- Using principles of effective group characteristics to address challenges within a group
- Providing suggestions for presenting as a group



## Module 7 Title: Refining the Communication Approach

### Description

Participants enrolled in this module will reflect on oral communication strengths and weaknesses and develop a plan to improve and apply the use of critical listening in order to analyze a presentation.

### Topic Readings

{Review all course readings as necessary}

### Objectives

Reflect on oral communication strengths and weaknesses and develop a plan to improve and apply the use of critical listening in order to analyze a presentation by:

- Synthesizing an evaluation of short-term improvement
- Applying critical listening skills to analysis of a presentation
- Discussing methods for using audience-centered communication in everyday life
- Establishing best-practice strategies for professional communication