



Communicating for Impact
Training Modules



Communicating for Impact

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. This course 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, technologically-enhanced instruction led by experienced faculty.

Module 1: Practicing Ethical Communication

Module 2: Listening, Feedback, and Becoming Audience-Centered

Module 3: Public Speaking and Verbal Communication

Module 4: Visual Communication

Module 5: Persuasive Communication

Module 6: Speech Research and Organization

Module 7: Team Presentations and Other Special Occasion Speeches

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, according to prior education and experience.



Module 1: Practicing Ethical Communication

In this module we seek to understand the foundations of the communication discipline, as well as what it means to be an ethical communicator. We will address the following questions:

- How do we define communication?
- Why do we need to study communication? Of what value is it to us personally?
- Why is communication consistently the most sought after employment skill at any level?
- What role does communication ethics play in the communication process?
- How can you be an ethical communicator?

We will explore the basics of the communication field as well as your communication experiences related to public speaking. You will also get the chance to get your feet wet with a short presentation in which you introduce yourself to an unknown group. In the most basic sense, we will be building a foundation for ethical communication skills.

Reading:

Chapter 1: Public Speaking

Chapter 2: Ethics and the Responsible Speaker

Objectives:

Given the principles of communication and public speaking, deliver an informative message that fulfills a defined purpose and ethical principles.

Given a variety of class speaking exercises, reflect on oral communication strengths and weaknesses and develop a plan to improve.

Module 2: Listening, Feedback, and Becoming Audience-Centered

In this module, you will reflect on how communication relates to your professional career and how you will be able to integrate overall communication improvement into your lifelong development.

How good are your listening skills?

Most people think they are better listeners than they actually may be. We will explore some of the foundations of this idea at a deeper level and look to strategies for how you might be able to put a plan in place to improve your listening. These skills will also help you understand audiences and the various roles we play in communication.

But listening is not the only thing that we look to in this module! We are also going to explore the nature of criticism and both giving and receiving feedback, skills that are not only necessary for public speaking development but also helpful for workplace interpersonal communication skills. These skills are important as it is very likely that you will be called upon frequently to provide and accept feedback from others. Developing a strong method for doing both will serve you well in your career and in other relationships, too.

A final key point of this module will be developing a sense of what it means to be audience-centered when communicating with others—either publicly or one-on-one. In some ways, it's all about the audience, and we will start building our sense of that in this module. We will examine the differences between the literal audience and the rhetorical audience, and how to accommodate those differences to achieve the results you want in all your messages.

Start thinking about how knowing your audience will impact the ways you are better able to connect with them.



Module 2: Listening, Feedback, and Becoming Audience-Centered (continued)

Reading:

Chapter 3: Understanding Audiences and Publics

Chapter 4: Becoming a Skilled Listener

Objectives:

Given the concepts of active and critical thinking, apply the use of critical listening in order to analyze a presentation.

Given a particular discourse community, conduct an audience analysis in order to design communication appropriate for a specialized audience, such as academic, professional, social, or community.

Module 3: Public Speaking and Verbal Communication

This module is packed with the essential knowledge and skills to becoming a highly effective speaker. As you progress through the module you will read about key public speaking strategies and begin to think about how to put this knowledge into practice.

When preparing a speech it's important to consider your verbal style and how to best deliver your speech. The outcome for this module is to record a self-introduction using the content you will learn in the module.

Your verbal style is the way you present your thoughts and how that will impact the acceptance of your messages. In this module, we will look at the aspects of effective verbal style and how to use figures and tropes of language in your speech to enhance your delivery. You will learn the linguistic secrets of professional speakers!

Finally, you will examine the many aspects of speech delivery as well as how to overcome communication anxiety, whether it be with an audience, small group or one-on-one.

Reading:

Chapter 8: Verbal Style

Chapter 9: Delivery

Objectives:

Given a variety of class speaking exercises, reflect on oral communication strengths and weaknesses and develop a plan to improve.

Given verbal and nonverbal communication techniques, select and then apply techniques in order to enhance the delivery of oral communication.

Given principles of effective language use and cognitive processing, employ an effective arrangement of oral communication messages to support a communication strategy.



Module 4: Visual Communication

Introduction:

In this module, we look to visual communication. To help you enliven your speeches, we will help you design presentation aids to enhance your message. In Chapter 10, you will learn how to create many different presentation aids as well as learn to appreciate their specific values given your topic. Many of you may have experienced some rather poor and ineffective visual communication, often in the form of PowerPoint files loaded with wordy bullet points. We will explore ways that you may break this common trend and begin to approach visual communication differently and more effectively. Just as evidence supports information, creating and using visual communication dynamically adds to the great work that you do as the speaker.

Reading:

Chapter 10: Presentational Aids

Objectives:

Given a method for developing visual elements in communication design, incorporate visual aids into oral communication to support a chosen message.

Module 5: Persuasive Communication

Introduction:

“There are good leaders who actively guide and bad leaders who actively misguide. Hence, leadership is about persuasion, presentation and people skills.” - Shiv Khera

In this module, we take our first targeted look at persuasion. We look at some of the basics that go into creating change for an audience and how you might start to think about designing effective messages for one.

Persuasive speaking is a critical skill, whether it be in the workplace (such as for a manager or salesperson) or in your personal life (persuading a child to do homework or asking someone on a date).

This module’s reading provides many excellent strategies and techniques that you can use to persuade others toward your view.

Reading:

Chapter 12: Being Persuasive

Appendix 1: SAMPLE SPEECHES Persuasive Speech

Objectives:

Given principles of effective language use and cognitive processing, employ an effective arrangement of oral communication messages to support a communication strategy.

Given a topic of social, political, or professional significance, analyze diverse points of view and prepare and deliver a persuasive oral message that fulfills a defined purpose.



Module 6: Speech Research and Organization

In this module you will learn about research skills, with our focus on creating and organizing an effective speech based upon credible (reliable, unbiased and current) research sources. Research is the first of two key elements critical to the success of a speech. (Delivery is the other.) It all begins with research after you decide what your topic will be.

What do you want to present?

The answer to this question relies on the answers to two other questions. 1) Who is your audience and what are they interested in? 2) What do you want to achieve with the presentation? Is your purpose to inform, to influence, or to create a special awareness at an event?

How can you do effective research?

First, we look to the ways that you are able to add support by way of information. Evidence is a form of information found in the research that you may use to add interest, clarity and credibility to your presentation. In this module, we will look at the ways evidence takes shape, and the ways it may be integrated into your presentation development process and the delivery itself. Be on the lookout for ways in which you may bolster the academic strength of your presentation and raise the stakes for communication ethics by using evidence.

How do you put your ideas together for a presentation?

Through the reading for this module we explore how to organize your basic presentation in a three-part structure, how to use ideas and language to make it interesting, and we examine how to create an effective outline for presenting.

Reading:

Chapter 5: Topic and Purpose

Chapter 6: Research

Chapter 7: Organization

Appendix 2: SAMPLE OUTLINE Informative Speech

Objectives:

Given the principles of communication and public speaking, deliver an informative message that fulfills a defined purpose and ethical principles.

Given principles of effective language use and cognitive processing, employ an effective arrangement of communication messages to support a communication strategy.

Module 7: Team Presentations and Other Special Occasion Speeches

This module focuses on the unique dynamics of working in and presenting as a team. Both face-to-face presentations and web-conferencing presentations will be discussed, and the different considerations that need to be made for each. This module also discusses special occasion speeches, such as the elevator pitch.

Reading Assignments:

Chapter 13: Special Types of Speeches and Presentations

Objectives:

Given the characteristics of effective and well-functioning teams, apply concepts to resolve issues, demonstrate clear leadership, and present in a format that includes multiple partners.