Professional Academy Diploma in Effective Business Communication

About the Course

The Professional Academy Diploma in Effective Communications will help you to understand and develop skills in communication DNA; a practical toolkit for powerful communication. Research is continually confirming that communication is a prized ability. In our ever-changing, fast-paced work settings, this ability is the life blood of performance, productivity and happy workplaces. The global pandemic has crystallised the virtual/hybrid work reality for many. This will require more awareness and creativity in the 'how, where, when, who and why' of communication.

In this course you will experience an engaging and collaborative learning environment. We will work through the fundamentals of powerful communication to boost your effectiveness. You will learn and practice key skills in day-to-day and strategic communication. These include preparing impactful reports, managing challenging meetings, working through conflict, and writing purposeful emails. As you progress through the course, you will grow in confidence and practical knowledge.

Entry Requirements

This course consists of theory and practice, individual reflection and group discussion. It is recommended that prospective students should have some professional understanding and experience of the course themes. This will ensure maximum learning and practice opportunities.

Prospective learners for whom English is not a native language are welcome to undertake the course. It is the responsibility of the learner that their proficiency in English is equivalent to IELTS level 6.5 or higher to participate and complete assignments successfully.

Learning Outcomes

By the end of this course, learners will be able to:

- Explain the principles and tools of effective communication.
- Demonstrate the personal qualities and skills needed for effective communication in a professional context.
- Assess the role and practice of culturally aware team communication in modern work settings.
- Demonstrate successful communication skills (written, verbal and non-verbal) to effectively build and maintain relationships
- Describe own professional development to include goal setting, action planning, implementation, ongoing review, and personal initiative.

Course Structure

- **Live Online Part-time:** One evening per week; 6:30pm to 9:30pm for 12 weeks

Course Breakdown

	Module	Overview	Topics/Area Covered
1.	Communication: Setting the Context	Uncover insights into the future of communications and learn to identify necessary attributes, skills, and knowledge for effective communications.	- Orientation - Powerful communicator: role model - Goal-setting strategies - SWOT analysis
2.	Your Communication Style: Understand It, Adapt It	Learn to diagnose and analyse communication styles. Understand the psychology of feedback as you practice giving and receiving feedback.	- The DISC personality assessment tool - Introversion and extraversion - Wellbeing for different personality types
3.	Essential Non-Verbal Communication: Body Language & Emotional Intelligence	Discover the power of body language as well as the concept of digital body language and how to apply it. Understand and assess emotional intelligence.	- Emotional quotient (EQ) assessment - Micro-expressions - Clarity and effectiveness
4.	Written Communication: Let's Get Technical	Learn how to plan and structure your writing for better communication. Learn and practice the technical tools of spelling and grammar.	- The competency of written communication - Grammar bootcamp - Five-step report writing process
5.	Working Relationships: The Tools of Rapport & Networking	Understanding the attributes, skills, and knowledge of effective relationship-building. Learn how to develop effective networking strategies and practice the five tools of rapport building.	- The most effective professional relationships - How to audit your network
6.	Multicultural Teams: Culturally Aware Communication	Learn about bias and culturally aware communication. Discover the Lewis Model, and understand the different stages of team development. Learn to apply multi-generational thinking for inclusive and productive teams.	- Cultural miscommunication experiences - Multi-generational working - Collaborate confidently
7.	Impactful Meetings: Designing & Delivering Engaging Meetings	Learn to analyse your current meeting SWOTs and assess different meeting techniques and roles. Discover how to plan and structure inclusive meetings.	- Meeting self-assessment - Meeting summarising and challenge - Advice from Tom Peters

8. Influencing and Persuasive Delegation	Learn to understand others and how influence works, including different influencing styles. Gain insights on building credibility and practice how to communicate clearly to delegate.	- Credibility and influence - The willing and able quadrant - Delegation assessment
9. Managing Conflict: How to Disagree 'Agreeably'	Learn the sources and causes of conflict and reflect on your personal conflict style. Discover how to redefine conflict as you explore and practice conflict resolution strategies.	- Assess conflict style - Crucial conversations model
10. Powerful Presentations: Delivering your Best	Understand how to structure your presentations by identifying and preparing for audience needs and challenging questions. Practice your delivery and learn to handle your nerves, body language, and voice.	- Lessons from TED Talks - Presentation workshop model
11. The Science and System of Effective Goal Setting	Define your personal and professional development – looking at your learning journey and CPD priorities for the future. Learn how to make long-lasting change happen.	- Best practice thinking, setting priorities - Review of action learning journal
12. Skills Demonstration: Presentation, Reflection & Feedback	Demonstrate everything you have learned so far by giving a presentation and receiving feedback.	- Skills demonstration - Presentation and feedback

Course Assessment

Assessed Component	Weighting	Deadline
Presentation (maximum 8 slides)	40%	2 days after final lecture
Action Learning Log	60%	2 weeks after final lecture

The Presentation skills demonstration will consist of a 5-7 minute pre-recorded presentation which will be uploaded to either YouTube or Vimeo for grading two days after the final lecture. Learners can choose their own presentation topic, but it must relate directly to a subject area covered in class. A marking sheet will be provided in advance to demonstrate the scoring mechanism.

The Action Learning Log will demonstrate the continuity of reflection throughout the course, by completing a separate AL Log worksheet for each of the main topics (average 250 words per worksheet). The full set of worksheets will be combined into an Action Learning Log, which will be submitted two weeks after final lecture for grading.