



Communication Skills



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MODULE 1: **Master Communication**

Be it in a professional or home environment, communication is crucial for success. This module discusses how speaking and listening skills impact how effectively one can give or receive instructions in the workplace. Your workforce will understand how mastering communication can contribute to their workplace productivity.

MODULE 2: **Master Listening**

Listening is an essential part of communication. This module highlights the importance of focus as a prerequisite to ensure effective listening. Your workforce will be equipped with two practical tips on how to regain focus whenever they cannot follow the speaker. Then, your workforce is provided with a four-rule framework that promotes good listening.

MODULE 3: **Master Speaking**

We rely on speech to share our thoughts and ideas. This module discusses the importance of different speech features that contribute towards effective communication. Your workforce will be able to execute the eight different speech features, which will improve their ability to share meaning in an effective way.

MODULE 4: **Understand Meaning**

Listening goes beyond absorbing information and retaining it. It also includes unpacking the meaning of a message. This module provides your workforce with three powerful tips that will boost their ability to effectively decode verbal information. They will also be exposed to the importance of confirming their understanding and asking for clarification to ensure effective communication.

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MODULE 5: Understand Context

Contexts set the foundation for effective communication. This module unpacks the source of communication and its importance. Then, it examines the different ways in which a context can affect communication effectiveness. Your workforce will be able to analyse a context to determine whether it is appropriate for communication.

MODULE 6: Communicate with Second-Language Speakers

The coexistence of various social and cultural groups affects how effectively people communicate. This module examines communication with second-language speakers and lists the various elements that should be considered. Then, it focuses on four practical tips that will help your workforce to communicate effectively with second-language speakers, be it colleagues or customers.



MODULE 7: Understand Differences

Values and attitudes affect communication significantly. This module examines cultural and social values as well as attitudes towards language as elements that can prevent effective communication. Firstly, your workforce will learn how to deal with these differences by showing empathy. Secondly, they will know how to demonstrate a positive attitude towards others that speak a different language to theirs.

MODULE 8: Identify Fact and Fiction

The ability to understand facts based on supporting evidence is an important communication skill. This module elaborates on the fundamentals regarding fact and fiction. It further unpacks both concepts by contrasting them in an example where the notion of supporting evidence is emphasised. Your workforce will be able to establish whether they are being exposed to a fact or fiction by analysing the evidence provided.



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MODULE 9: Understand Opinions

Often messages are shared as facts, when they are only opinions. Since we are constantly exposed to messages from various sources, your workforce should be able to determine whether they are dealing with an opinion, fact or fiction. This module starts by examining the differences between the three. It then focuses on indicators that will help your workforce to know when it is an opinion that is being shared.

MODULE 10: Form Opinions

The ability to think critically and to form opinions on a topic is becoming an increasingly important skill in the workplace. This module introduces two important rules that guide the process of forming opinions about a message. Your workforce will be able to form their opinions by analysing a shared message with the goal of identifying contradictory information, as well as to know when key points or facts have been excluded.

MODULE 11: Spot Speech Elements

Speeches are an effective way to share valuable information. This module elaborates on the fundamental elements of a speech. It focuses on the sections that should deserve your workforce's full attention whenever they listen to a speech. Your workforce will be able to unpack the fundamental components of a speech to understand the shared information.





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MODULE 12: Spot Language Types

In communication, language has the potential of influencing others. This module examines language types as tools that help sharing messages according to a specific communication goal. Firstly, your workforce will learn how to recognise when someone is applying convincing language by spotting facts and numbers, elements of credibility and emotions. Secondly, they will identify biased as well as ideological language types when exposed to them.

MODULE 13: Understand Communication Types

Communication takes place in various ways. Each communication type is intended to achieve a specific goal. This module examines the six main types of communication by defining each and providing a workplace example. Your workforce will understand the purpose of presentations, debates, interviews, informal discussions, one-on-one discussions and meeting discussions, which will help them to understand how to participate in each type.

MODULE 14: Speak to Audiences

Communication goes far beyond interactions between two individuals. This module focuses on the skill of addressing groups of people. It emphasises the concept of purpose as a platform for clarifying the desired outcomes of a speech. Then, it examines audience types as well as the right way to address each one of them.

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MODULE 15: Prepare your Speech

Addressing audiences in a meaningful way requires a structured approach. This module provides a six-step approach that helps your workforce prepare speeches while considering the goal of their message. It then details how to prepare a speech by analysing the speech's main message, the tools needed as well as the questions that might be asked.

MODULE 16: Use Speech Elements

Speeches are powerful when they provide valuable information shared in a way that is easy to remember. This module examines the four speech elements that need to be considered when planning a speech. Firstly, your workforce will be able to understand the purpose of each speech element. Secondly, they will also be able to map their message sharing approach in a way that their speech their speeches add value to their audience.

MODULE 17: Plan Speeches

Meticulous planning is a key element in delivering successful speeches. This module examines the process of contemplating and organising the sections of a speech. It highlights the importance of a powerful introduction followed by a body that emphasises the fundamental ideas and examples that support the main message. It concludes by explaining the importance of ending a speech on a positive note. With this content, your workforce will be able to plan the sections of a speech with a clear understanding of the purpose of each section.

MODULE 18: Share Meaning

The ability to share information effectively is fundamental in any context. This module breaks the concept of sharing meaning in two main ways, namely, sharing one's own ideas and sharing others' ideas. It impresses upon your workforce the importance of using literal meaning when sharing one's own ideas, in the interest of effective communication. It then unpacks paraphrasing and summarising as tools that your workforce will be able to use to share the ideas of others.



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MODULE 19: Persuade Listeners

Persuasive communication skills impact many aspects in the workplace context. This module provides a four-step framework that helps to create a message intended to persuade others. It describes the purpose of each step and supplements each with clear examples. Your workforce will be able to convince others by presenting a problem, demonstrating its importance, presenting solutions to resolve it and ending powerfully by engaging with their listener's emotions. The module concludes by underlining the four different ways to achieve this..

MODULE 20: Use Parts of a Speech

Communication is governed by the ability to share clear meaning. This module elaborates on the eight main parts of a speech. Your workforce will understand how to use nouns, pronouns, verbs, adjectives, prepositions, conjunctions, subjects and objects, as tools that enable them to share messages effectively.

MODULE 21: Build Meaningful Sentences

Effective communication is highly impacted by the way in which sentences are formed. This module elaborates on three rules that provide guidance on how to build sentences that are easy to understand. Your workforce will be able to build sentences that share complete ideas, and use a vocabulary that is in line with the listener's standards.

MODULE 22: Use Style

Style is an important component of communication. This module emphasises the importance of the creative side of language use by introducing three important style tools. Your workforce will be able to identify words and structure their sentences in line with a specific style to share messages in an impactful way.



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