

Centre for Innovation, Management and Enterprise Education presents:

EFFECTIVE BUSINESS COMMUNICATION SKILLS

Effective business communication skills make a difference in organizational outcomes and careers. Clear communication skills go to the heart of an issue and facilitate meaningful dialogue, action and closure. How many times have you tried to read indecipherable memos or sat staring at PowerPoint slides that looked like a legal contract? The ability to express oneself clearly in written communication, presentations and in face-to-face discussions is vital to the efficient running of departments, companies and in all facets of life.

This two-evening seminar is designed for the person who wants to enhance these skills personally as well as help others become better communicators. The focus of the program will be to coach the knowledge behind and the principles of:

- Purpose-driven communication
- Collection and selection of what is relevant
- Using effective structure
- Preparation of user-respectful content
- Harnessing the power of editing
- Proof reading
- Follow up procedures

Strong communication skills are attainable by everyone. This workshop will share the fundamental skills required to become a more effective business communicator in an easy-to-follow and engaging manner.

In this seminar you will learn to:

- Write memos that inform, recommend and persuade with clarity and impact
- Pre-plan content via information gathering and structuring
- Prepare persuasive recommendations
- Prepare PowerPoint/Keynote presentations that persuade with clarity and impact
- Learn when/how to make effective use of e-mail

- Engage in effective face-to-face communication with colleagues and external contacts
- Learn ways to increase communication productivity and efficiency

Pierre McClelland is a Senior Executive with over 30 years of executive experience in Marketing and Sales in leading companies such as Pfizer and Mattel. He has a passion for teaching effective communication. He knows the clarity it brings to decisions and actions that need to be taken in every facet of organizational life. As Vice President of Sales at Pfizer Consumer Healthcare, Pierre led a team of over 100 sales, category management and administration professionals and learned the techniques of effective communication early in his career and has been a passionate coach of hundreds of colleagues in business communication. He holds a BSc (Hons) from Queen's University and an MBA from the University of Western Ontario/Richard Ivey School of Business.

Two Tuesday evenings, June 18 & 25, 2013, 6:30-9:30pm

Chamber Education Centre, 1 St. Paul St., St. Catharines

\$249 plus HST