Communicate with Impact Certification Course

Course Duration: 8 Days

Topics & Details

Introduction to Communicate with Impact:

★ **Lesson 1: Foundations of Effective Communication**
  -- Understand communication goals (inform, persuade, inspire)
  -- Identify audience needs and tailor your message
  -- Recognize common barriers and how to overcome them

★ **Lesson 2: Clarity & Conciseness in Writing**
  -- Apply the "Rule of Three" to structure sentences
  -- Eliminate buzzwords and jargon for plain-language writing
  -- Use active voice and strong verbs to boost readability

★ **Lesson 3: Structuring Your Message**
  -- Learn the Pyramid Principle for logical flow
  -- Craft a compelling opening, body, and closing
  -- Introduce story-telling elements (hook, challenge, resolution)

★ **Lesson 4: Persuasion Techniques**
  -- Ethos, Pathos & Logos: the triad of persuasive appeals
  -- Use data and anecdotes to strengthen arguments
  -- End with a clear call to action

★ **Lesson 5: Voice & Nonverbal Skills**
  -- Master tone, pace & pausing for impact
  -- Practice confident body language and eye contact
  -- Active listening: ask better questions and paraphrase

★ **Lesson 6: Professional Email & Business Writing**
  -- Write attention-grabbing subject lines
  -- Structure emails for skim-readers (inverted pyramid)
  -- Common email types: requests, follow-ups, thank-yous

★ **Lesson 7: Presentation Essentials**
  -- Slide-deck best practices: simplicity & visual hierarchy
  -- Opening hooks and memorable conclusions
  -- Handling Q&A and managing nerves

★ **Lesson 8: Feedback & Continuous Improvement**
  -- Conduct peer-review using the SBI model (Situation-Behaviour-Impact)

-- Set personal communication goals and practice plan

-- Resources for ongoing growth (books, podcasts, courses)