



## International Business Communication Skills

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# International Business Communication Skills

## What you will learn:

- the business communication skills required by international managers
- how to assess the effectiveness of your international communication skills and opportunities for development
- the key principles for successful international communication
- how to communicate more effectively (orally and in writing) in order to achieve your objectives
- how to increase your effectiveness in leading and participating in international business meetings
- how to write business proposals and reports which persuade clients and colleagues towards your point of view
- how to deliver successful business presentations to an international audience

## Training method

Over half of this course is dedicated to realistic exercises, and role-play scenarios to give you the opportunity to practice your international communication skills and build your confidence. You will need to bring your own laptop with Microsoft PowerPoint pre-installed.

## Who Should Attend?

This course is aimed at managers and professionals working in an international environment who want to improve their business communication and influencing skills, and in the process project a more professional image.

## Course Objectives:

This practical course, which includes realistic exercise and role-play scenarios, will help you improve your international business communication and influencing skills and project a more professional image.

## Course Outline:

### International communication skills

- Critical competencies for international managers and senior professionals
- Personal effectiveness and relationship management

### Principles of international communication:

- The international communication process
- Communicating for results
- Communication barriers and how to overcome them
- Analysing the international audience
- Cross-cultural communication

### Oral communication and meeting skills

- Principles of oral communication
- How to use the phone positively and profitably
- Productive business meetings:
  - The hidden costs of business meetings
  - What goes wrong in meetings?
  - Before the meeting: purpose, planning, people, the agenda
  - During the meeting: leadership, methodology, participation
  - After the meeting: ending, evaluation, implementation
  - Meeting skills situations: what would you do?

## Effective writing skills

- Principles of effective writing
- Looking from outside-in: understanding the other person's needs
- Your e-manners: sending and receiving email
- How to write winning proposals
- Effective report-writing

## International presentation skills

- The characteristics of successful international presenters
- How to plan, prepare and practise presentations
- How to handle difficult questions
- Presentation clinic: individual mini-presentations, feedback and coaching

## Action planning for improving your international communication skills