XCELERATE TRAINING INSTITUTE

your learning & development partner

COMMUNICATION & WRITING SKILLS

Business Communication Skills

DURATION	LANGUAGE	FORMAT
5 days	**English**	**Classroom / Online**

Upcoming dates

Dates	Venue	Format	Fee
4 – 8 Jan 2027	France	Classroom	**€4,800**
28 Jun – 2 Jul 2027	Live online	Online (live)	**€1,200**
6 – 10 Dec 2027	Live online	Online (live)	**€1,200**

Register or ask a question

Online: x8ti.com/course/business-communication-skills/

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Business Communication Skills

Introduction

Introduction

As the world has transformed phenomenally from physical to digital, it behooves individuals across industries and skillets to become acquainted with, if not excel in global communication for business.

At Xcelerate Training Institute, we are privileged to empower our participants with this much sought-after skill of Business Communication. The art of being able to merge data with a story, statistics with a conversation and reports with long-lasting customer loyalty is all rooted in effective business communication.

Professionalism in communication stems from assertiveness in behavior, and therefore this seemingly understandable skill is far deeper rooted than it might appear. The success of business communication lies in an individual's ability to fully imbibe the responsibility of their representation in the global scheme of things.

The first source of our training is in evolving the mind-set of an individual. The business of the 21st century is one that appreciates and rewards authentic and positive relationships established through well-structured communication.

This can happen only when target audiences are well researched. Therefore, we at Xcelerate Training Institute take special care in making sure that our delegates learn methods to fully understand the nature of the audience that they will be catering to before communication is designed, be it formal or informal.

Our highly experienced and proficient facilitators will provide personalized and real-time feedback to each participant, assisting a meaningful growth in their ability to communicate better.

Our Business Communication Skills Training Course has helped several executives, managers, government employees and business owners hone a paradigm shift in their mindset, thus breaking a redundant communication pattern.

Our post-training analysis records a display of positive business communication in all our participants, empowering them to embrace a greater level of success every day.

This Xcelerate training course will thus empower you to become a highly positive and professional communicator. Through this course, you will be able to apply advanced communication techniques and also role-model this ability to mentor others in your team by virtue of your own example.

positioned to contribute tangibly to the growth of your organization in national and global markets, both on a physical and virtual platform.

Learning Objectives

The main objective of this Business Communication Skills Training Course is to empower professionals with—

- the ability to reach a higher level of competence in business communication
- real-time feedback on their communication aligned with business interaction in 21st century
- the ability to recognize language and vocal aspects that do not align with professional parameters of communication
- capability to rectify these errors and self-improvise continuously
- understanding of the requisites of a positive and collaborative communicator representing a brand in the global market
- ability to present ideas assertively and confidently on any subject
- the skill to build rapport, initiate conversations, offer feedback, respond to criticism and compliment people in a positive way
- understanding of the potential of great listening, questioning and acknowledging the other at all times

Training Methodology

Xcelerate Training Institute Solutions designs training courses to accommodate to our training audience and their distinctive professional background and experience. Classroom sessions with presentations by an approvingly experienced facilitator form a major part of our training programs.

We boost participant involvement through group discussions, role-plays, group activities, assessments and more. Participants are also requested to share their experiences, problems, apprehensions and best practices from their respective organizations, which are facilitated by the trainer to enhance learning for the entire participant group.

Xcelerate Training Institute Solutions follows the Do–Review–Learn–Apply Model.

Benefits For Your Organization

Organizations' whose professionals undertake this Business Communication Skills Training Course will benefit in many ways as follows:

- Individuals are a step closer towards global standards of exemplary business communication and their skills will reflect positively for your business
- More calibration in professional communication, aligned with the work ethic of your organization
- Greater credibility for the individual, the organization and brand value
- More demand for the goods and services your organization offers in diverse markets
- The decrease in ambiguity in business communication
- Market credibility increase owing to client and customer recommendations
- Improved employee performance owing to the higher understanding and exhibiting of professionalism in communication and a positive sense of esteem for the organization
- Better employee relations, owing to a keen awareness of human behavior
- Lower attrition as individuals participating will feel invested in, valued and motivated

Benefits For You

Professionals attending this course will benefit from skill and behavioral perspective in the following ways:

- A clear understanding of the role of business communication in an organization
- Increased awareness of one's ability to understand human behaviors and their effect and impact on communication in business
- Access to videos and facilitator-led practice sessions exclusively owned and run by Xcelerate Training Institute Solutions
- Ability to identify one's area of opportunity to recognize and correct common errors in verbal and non-verbal interactions
- Negating the impact of unprofessional business and personal communication within and outside the organization
- A sense of accomplishment contributing to a steady application of good business communication etiquette
- A holistic improvement in individual performance and relationships, owing to increased competency in business communication
- The ability to role-model credible standards of communication in the organization for subordinates to follow
- Ability to employ techniques and positive body language to showcase a standard of excellence

Target Audience

The target audience for this course is individuals who are already practicing communication in their current role and want to develop their Business Communication skills. This could include:

- Professionals from various industries who want to improve their communication effectiveness.
- Managers and supervisors who need to enhance their ability to communicate with their teams and stakeholders.
- Individuals in customer-facing roles who want to improve their communication with clients and customers.
- Entrepreneurs who want to effectively communicate their business ideas and strategies.
- Anyone interested in developing their communication skills for personal or professional growth.

Course Outline

This exclusive course by Xcelerate Training Institute is aimed at developing Business Communication skills in an individual who is already practicing communication in their current role. The modules will cover in-depth aspects of behaviors and skills that will prepare participants for all kinds of digital and face to face communication.

Business Communication in the 21st Century

- What is Business Communication?
- Role of an Effective Communicator

- Good vs Bad Communication
- Unprofessional Communication & its impact on Businesses
- Assess your personal Communication Style

Behaviors & Communication Styles

- Role of Behaviours in Business Communication
- Passive Style of Communication
- Aggressive Style of Communication
- (Role-plays) & Feedback

Elements of Business Communication

- Identifying your Audience
- The 4 Universal Audience Categories
- Written Communication
- Verbal Communication
- Virtual Communication
- Practice and Feedback

Business Communication Tools

- Introduction to Tools for Business Communication
- Analytical Tools
- Presentation Tools
- Functional Tools
- Applying Business Communication Tools
- Practice Activities & Feedback

Building Rapport

- Introduction to Rapport
- Connection before Communication
- First Impressions
- Body Language
- Self-Assessment

Assertive Listening

- Introduction to Listening
- What is Empathetic Listening?
- Tips to become an Assertive Listener
- Barriers to Effective Listning
- Interruptions and Pauses
- Practice Exercises & Feedback

Steps in Business Communication

- Identifying an Issue
- Develop a Solution

- Idea Transmission
- Influencing a Group
- Measure Effectiveness
- Worksheets and Practice

Business Communication Instruments

- Identifying a Communication Channel
- Formal and Informal Communication
- Email, Memos and Intranet
- Digital Media and Press Releases
- Public Relations
- Summary & Feedback

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Registration Form

Business Communication Skills

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

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