

THE IN-HOUSE TRAINING COMPANY

Fast and effective

Communication skills

Write, speak, and report with impact

Overview

We all work with other people, so communication skills are vital. Technical competence on its own is never enough – we all need to be able to write, speak, and report with impact.

Course objectives

By the end of this communication skills training course, participants will be able to:

- Communicate, concisely, and confidently in writing and in conversation
- Plan written messages and reports that are easy to read and act on
- Contribute to discussions with purpose and clarity
- Avoid common communication pitfalls that confuse, cause delay, or lead to misunderstandings
- Use tone, structure, and formatting to increase professionalism and impact

Who should attend?

Anyone who needs or wishes to improve their communication skills. This communication skills training course is particularly recommended for those seeking to increase their confidence in communication, especially in a work setting.

Course format

A very practical, interactive half-day training course for a maximum group size of 12. Delivered virtually, on Zoom or Teams. Can also be delivered face-to-face, on-site (in which case, it is best delivered in an expanded one-day format).

Materials

Materials are provided in PDF format, including:

- 'Fast Writing Toolkit' one-pager
- AI-ready prompts and examples
- Writing improvement checklist: before you send
- Email and report templates
- Sample business communication self-assessment

Expert trainer

Graham specialises in providing high-quality consultancy, coaching and training in communication skills, business writing, personal productivity, sales and business development, and customer service. Over the last twenty years he has personally trained or coached over 30,000 business professionals. He is a member of the International Institute of Coaching and a qualified NLP Master Trainer.

His work has taken him all over the world and involved him in working closely with hundreds of different organisations from all business sectors, his client list including such organisations as BT, Vodafone, AT&T, Orange, Pfizer, GSK, Boots, Unilever, American Express, Thomas Cook, Apple, Sony, Motorola, Cisco, MFI, Barclays Bank, LIFFE, Abbey National, Prison Service, Home Office, Law Society, BBC, Daimler-Chrysler, Citroen, Weetabix, Nikon, Shell and many, many others.

Graham has written over twenty books, published in several different countries, including Working Smarter, Companies don't succeed – people do!, Customer Relationship Management, Sales Training Games, 90 Brain-teasers for Trainers, and Telephone Tactics.

Known internationally as both a trainer/coach and a popular motivational speaker, he believes that effective learning has to be interactive and challenging. All his learning events are built around practical exercises, role play and case studies. His training style focuses not on just explaining new ideas or developing new skills, but also on motivating people to use them and to develop themselves as individuals. This approach gets results, as the following comments from programme participants show:

'Brilliant course, really interesting and very focused to my job role and day to day work.'

'Took away some very good ideas that I can use every day... good examples too.'

'Very confident in the subject, and amusing too. Made the course very interesting. A very clear sales model to use going forward.'

'Full of useful hints and tips which I will apply to my job.'

'Extremely well presented and structured'

Training course outline

1 Planning your message – think first, write second

- What are effective communications, and why do they matter?
- What's the purpose? Who's the reader? What's the action?
- Structuring messages for clarity: the pyramid method
- One-minute planning tools for faster, more explicit messages
- Template: Message Planner (Why, What, So What, Next)

2 Clear, concise business writing

- Cut the waffle: short, plain, active language
- Use of tone: polite, professional, and to the point
- Email essentials: subject lines, openings, calls to action
- Practical exercise: Rewrite these nasty emails

3 Writing better reports – faster

- Planning a report: aim, audience, and structure
- Sections that add value are the executive summary, findings, conclusions, and actions
- Headings, bullets, tables, and formatting for scan reading
- Tip sheet: 10 fast fixes for tired reports

4 Speaking up – effective discussion and contribution skills

- Speaking with clarity and purpose in meetings or conversations
- Structuring points: Point–Evidence–Benefit
- Active listening: how to check and clarify before replying
- Short exercise: Pair discussion on a problem topic

5 Tone and professional image

- Tone in writing: polite v passive-aggressive
- Tone in voice: confident, calm, and credible
- Choosing your words carefully: avoiding jargon and vagueness
- Group activity: ‘Spot the tone’ writing review

6 Quick tools for everyday business communication

- Templates: status update, request, response, action summary
- How do you give a helpful update without wasting words?
- Using ChatGPT or AI tools (with judgment), to speed up first drafts
- Closing the loop: writing to confirm, clarify, or escalate

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Any questions?

Please just give us a call on **01582 463463** – we’re here to help!

Or visit www.theinhousetrainingcompany.co.uk