



# INNOVATIVE MANAGEMENT & PROFESSIONAL TRAINING

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## CBP® BUSINESS COMMUNICATION SEMINAR

Duration: 12 hours

### Course Overview

The CBP™ Business Communication Certification equips the business professional with the best communication practices and develops business communication as a discipline. The CBP™ Business Communication certification module explores the study of the process of communication in the business environment, allowing us to understand how to make better choices in our day-to-day communication.

### Who Should Attend?

This course is recommended for business leaders, senior executives, managers, supervisors, front-line workers and other professionals who wish to specialize in the business communication business segment.

### Course Outline

Module 1: Introduction to Business Communication

Module 2: Structuring Business Communication

Module 3: Developing a Business Writing Style

Module 4: Types of Business Writing

Module 5: Writing for Special Circumstances

Module 6: Developing Oral Communication Skills

Module 7: Doing Business on the Telephone

Module 8: Non-Verbal Communication

Module 9: Developing Effective Presentation Skills

Module 10: Conflict and Disagreement in Business Communication



**Maximum number of participants: 20**