

# Effective Communication Microcertificate



The **Effective Communication Microcertificate** is designed to equip you with the tools and techniques needed to communicate effectively in a variety of professional situations. You will develop skills in clear, concise writing, managing challenging conversations, and delivering impactful messages that resonate with diverse audiences. This program will help you strengthen your ability to influence, engage, and lead by improving both written and verbal communication. By focusing on practical communication strategies, you will enhance your ability to express ideas, navigate conflicts, and foster collaboration in any workplace setting.

**\$2,235.00 plus GST and PST**

## Modules (Required):

### Business Communication

The focus is on the elements of clear, concise and efficient business communication. You will learn how to read the situation; set the tone and persuade all types of audiences in both oral and written communication; how to prepare concise, high-impact documents and presentations; to practice writing for situations that match your business; and to take your business ideas and translate them into quality presentations. As well, you will learn presentation assembly, public speaking skills, relaxation and grounding techniques that will leave you more confident in your oral communication skills.

### Navigate Difficult Conversations

Are some conversations simply too difficult to manage – or do you wish you had handled a particular discussion differently?

Explore different approaches to communication and uncover personal triggers within difficult conversations. You will learn about the importance of flexibility in approach, and why being curious can help move a conversation from disagreement to mutual understanding. This course is intended to provide learners with new skills, knowledge and tools to support effective communication.

## Written Communications

Employers consistently share that employees at all career stages need training to communicate more effectively and consider communications key to advancement and success.

With the Business Communications Professional Microcertificate, develop your written communications including emails and documents, as well as your confidence and storytelling abilities. Adopt strategies for communicating clearly and concisely and learn how to tailor content to specific audiences. With the skills gained, you will be ready to engage and persuade your audience, as well as competently address sensitive topics.