Practical Communication Skills

CHARACTERISTICS OF THE EDUCATIONAL ACTIVITY

The course focuses on developing practical communication skills applicable in everyday working practice. Participants acquire the principles of professional conduct, effective verbal and non-verbal communication, and the rules of telephone and electronic etiquette. The educational activity is designed interactively, with an emphasis on practical rehearsal of model situations, feedback and the application of the knowledge acquired to real work situations. The course supports the development of the professional image of both the individual and the organisation and contributes to improving the quality of communication with customers, colleagues and business partners.

AIM OF THE TRAINING

The aim of the training is to develop the communication competences of participants so that they can communicate effectively, professionally and clearly in personal, telephone and electronic contact. After completing the course the graduate: masters basic communication skills, is able to communicate professionally and pleasantly with customers, knows the principles of correct telephone and electronic communication, can consciously use verbal and non-verbal communication, and communicates clearly, effectively and with regard to the communication partner.

GRADUATE PROFILE

Graduate of the course: represents themselves and the organisation at a professional level, applies the principles of effective communication in practice, listens actively and asks appropriate questions, consciously uses elements of non-verbal communication, masters the principles of telephone and electronic etiquette, and builds positive working and customer relationships.

TEACHING METHODS

expert presentation, interactive discussion, model situations and role play, practical communication exercises, behaviour analysis and feedback, solving situations from the participants' own practice.

VERIFICATION OF RESULTS

Target group: administrative staff and assistants, customer-service and client-centre staff, employees of public administration and local government, sales representatives, executives and team leaders, all employees who communicate with clients, colleagues or partners in their work

Required entry education: Completed upper-secondary education (maturita) as a minimum. The course requires no special professional prerequisites.

Form of teaching: In person / online (by agreement with the client).

Duration: 1 day – 8 teaching hours (the scope can be adjusted to the client's needs).

Venue: Premises of the school / of the client, or an online platform.

Maximum course capacity: 20 participants (to preserve the interactive character of the training).

Minimum course capacity: 10 participants

Completion of the educational activity: The educational activity is completed by attending the training in full.

Type of document issued: Certificate of completion of the educational activity

ongoing practical exercises during the training, final model communication situations, feedback from the lecturer.

TOPICS OF THE TRAINING / COURSE

1. You never get a second chance to make a first impression

- First contact and its importance
- Professional introductions
- Business cards are not only paper – personal presentation
- The verbal business card – how to introduce yourself and your organisation briefly and clearly
- Who are we and what do we do?
- Telephone and mobile-phone etiquette
- Electronic etiquette

2. Effective communication

- Active listening as the basis of successful communication
- Passing on information effectively
- Checking understanding
- Asking the right questions
- Choosing the appropriate language and style of communication

3. What do we say when we say nothing?

- The importance of non-verbal communication
- Harmony of words and body
- Facial expressions and their impact on perception
- The importance of voice, intonation and pace of speech

4. Communication bonuses

- Small talk in the working environment
- The importance of compliments and positive feedback
- How to improve your mood and carry it into communication
- Building a pleasant atmosphere in contact with the customer

Educational activity (course/training) approved by: (date and signature):