**Training Fiche Template**

| **Title** | Communications | |
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| **Keywords** | Effective communication, Online communication | |
| **Provided by** | LWL | |
| **Language** | EN | |
| **Objectives** | * Learn the importance of effective communication for your enterprise * Understand the principles of effective online communication * Learn about public speaking, presenting, pitching | |
| **Learning outcomes** | * Understand communication strategies * Engage in Online Communication * Communicate effectively - presenting and public speaking | |
| **Training Area** | Digital skills |  |
| Pricing and marketing |  |
| Access to finance from the female perspective |  |
| Leadership and Communication Skills |  |
| **Content index** | **Module X: Communications**  **Unit 1: Business Communication**  Section 1: What is Business Communication?  Section 2: Types of Business Communication  Section 3: Effective Business Communication  **Unit 2: Business Communications Planning**  Section 1: Guide to writing a Business Communications Plan  Section 2: Introduction to Digital Communication  Section 3: Netiquette rules  Section 4: Digital Communication with online customers  Section 5: Case Study  Section 6: Practical Tips  **Unit 3: Communicating Effectively**  Section 1: Tips for Public Speaking/Pitching  Section 2: Elevator Pitch  Section 3: Video recap | |
| **Content development** | **Unit 1: Business Communication**  *Section 1: What is Business Communication?*   * **Business Communication** is the process by which we share information with people within, and external to, your business. * We communicate with other people so often that sometimes we don’t think about how and why we do it. * Business communication is important for:   + Planning and writing proposals   + Making decisions   + Reaching agreement   + Selling   + Providing feedback to staff and customers   + Completing customer orders   + Presenting business ideas e.g. to a potential funder * Everything you do within your business relies on clear communication so it’s important that you have a good **communications strategy**   *Section 2: Types of Business Communication*    *Section 3: Effective Business Communication*  Successful Business Communication can mean:   * Less distractions e.g. no email overload! This means more room for thinking and creativity * Clear exchange of communications between departments/business areas e.g. between you and your salesperson * Better customer service   **Unit 2: Business Communications Planning**  *Section 1: Guide to writing a Business Communications Plan*  1.Set clear goals – ask yourself what do you need to address. Perhaps your business is growing very quickly and you are losing track of information. Or perhaps you want to improve customer ratings.  2. Identify WHO you need to communicate with – customers, suppliers etc. and HOW OFTEN?  3. Decide on the best methods of communication for your business e.g. emails, surveys, face-to-face meetings  4. Then decide on the best tools for your business e.g. Google Drive or Dropbox for internal communication  5. Document the process and review and revisit quarterly.  *Section 2: Introduction to Digital Communication*  As a digital entrepreneur, much of your communication will be online:   * Emails * Social media * Digital meetings (zoom/skype) * Online customer platforms e.g. Trustpilot   It is very important that your online interactions are consistent and professional.  The correct term for this is ‘**Netiquette**’ - being courteous and polite when communicating with others online. It is short for ‘Internet Etiquette’  *Section 3: Netiquette rules*  It is very important that your business communication strategy is the same in person and online. So remember:   * Keep online communication professional – whether in person or online * Use clear and appropriate language * Engage in best practice when meeting online – no distractions e.g. looking at your phone! * Remember that everything you post online is traceable so consider your digital footprint and think before you post!   *Section 4: Digital Communication with online customers*  **Remember: You are the ambassador for your business!**  Think about how you communicate online:   * Your **language** should be professional – avoid slang or expletives. * Always **think before you post** on your social media channels – consider your business reputation. * Never post or respond to a post if you are angry. * Keep posts short and concise – you will receive better responses if your message is short and direct.   *Section 6: Practical Tips*   * + Remember you are the ambassador for your business – be professional and polite   + Plan your communications – use your online calendar and free tools like Hootsuite   + Keep focused – is your online activity productive?   + Acknowledge any material designed by others e.g. photos/graphics. Plagiarism is not allowed!   + Do you know what the best social media tools are for your business? Facebook might be more suitable than Twitter. See Unit xx   **Unit 3: Communicating Effectively**  *Section 1: Tips for Public Speaking/Pitching*   * + Know your audience – what do they want to hear from you?   + Prepare an **Elevator Pitch**   + Be able to explain your business model clearly   + Know your figures   + Tell your audience why you are different from your competitors   + Show your passion for your business – share your story!   *Section 2: Elevator Pitch*   * **An Elevator Pitch is a brief way of introducing you and your business – it makes 1-2 key points and is a way of connecting with someone.** * It should be short yet persuasive and memorable. * It’s called an Elevator Pitch because it should take the same amount of time that you would spend travelling in an elevator with someone.   *Section 4: Video Recap*  **Summing up**  **Business Communication**   * Types of Communication * Being Effectvie   **Business Communication Planning**   * Communications Plan * Digital Communication   **Communicating Effectively**   * Public Speaking * Elevator Pitch | |
| **Glossary** | **Business Communication** is the process by which we share information with people within and external to your business  **Netiquette** is being courteous and polite when communicating with others online. It is short for ‘Internet Etiquette’  **Elevator Pitch** is a brief way of introducing you and your business - it makes 1-2 key points and is a way of connecting with someone | |
| **Self-evaluation (multiple choice queries and answers)** | 1. Business Communication is  **a) the process by which we share information with people in and outside your business**  b) sending out a monthly newsletter  c) emails sent by your business  2. What are the two types of business communication?  a) Email and social media  b) Phone calls and newsletters  **c) Internal and External Business Communication**  3. What is Netiquette?  a) Responding to online customer queries  **b) Internet Etiquette**  c) Updating your social media  4. What is an Elevator Pitch?  **a) A brief way of introducing you and your business, making 1-2 key points**  b) The annual report of your business  c) A powerpoint presentation  5. How long should an Elevator Pitch be?  a) One hour  b) 30 minutes  **c) approx. 30 seconds** | |
| **Bibliography** | <https://blog.hubspot.com/marketing/communications-plan> | |
| **Resources (videos, reference link)** | **How to write an elevator pitch:** <https://blog.hubspot.com/sales/elevator-pitch-examples>  **How to write your Business Communications Plan:**  <https://socialbee.io/blog/communications-plan-template/> | |