

## Communicating Strategically

**Length:** 1 Day

**Summary:** In this course, students will explore how to communicate more effectively and strategically with others using strategic-thinking practices, which include thinking conceptually, imaginatively, systematically, and opportunistically.

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### COURSE CONTENT

#### COMMUNICATING STRATEGICALLY

- Workplace Communication Skills
- Understanding the Influence of Strategic Thinking
- Communicating Effectively

#### ACHIEVING THE PREFERRED OUTCOME

- Thinking About Outcomes
- Consider Every Situation When Determining Your Desired Outcome

#### UNDERSTANDING YOUR AUDIENCE

- Who is Your Target Audience?
- Identify Your Audience

#### CHOOSING YOUR CHANNEL

- Communication Channels
- Determining Your Communication Channel
- Considering Context When Determining Your Communication Channel

#### DESIGNING YOUR MESSAGE

- Getting Your Message Across
- Communicating Strategically in Practice
- Applying the Skills of an Effective Communicator