

# **SUPPLY MANAGEMENT TRAINING**

## **INTRODUCTION TO BUSINESS COMMUNICATIONS**

### **SEMINAR**

**February 24 & 25, 2011 in Saint John**  
**Facilitator: Peter Tye**

## **INTRODUCTION**

This two-day seminar teaches the basics of business communication for supply management. The seminar is divided into four lessons.

The goal of this seminar is for candidates to learn key skills that will enhance their abilities to communicate in a business environment.

## **ABOUT THIS SEMINAR**

The focus of this seminar is on practical communication skills. In order to understand the context for communication, some background and theory of business communication will also be covered. This seminar is interactive with lots of opportunities to practice what is learned.

The lessons in this seminar are inter-related. In lesson one; we discuss communication systems and strategies. In lesson two, we practice verbal communications and find out more about current communication issues in the supply chain. In lesson three, we talk about planning for writing and how to be persuasive. Lastly, in lesson four, we learn how to format emails and letters to communicate both good and bad news effectively.

## SEMINAR OBJECTIVES

Upon completion of this seminar candidates should be able to:

- Describe the importance and role of communication in business
- Recognize the main systems and flow of oral and written communications
- Plan for communication and use writing and speaking strategies in context
- Develop intercultural communication skills
- Demonstrate efficient telephone communication
- Prepare for and give presentations
- Conduct meetings
- Explain current communication issues in the supply chain
- Use clear language to write clear sentences and paragraphs
- Write to persuade
- Deliver both good and bad news communications effectively
- Correctly format letters, memos and email