



POWERFUL WRITTEN COMMUNICATION FOR THE DIGITAL AGE (2 DAYS TRAINING)



PROGRAM OVERVIEW

The rapid proliferation of digital media creates new challenges and opportunities for managers to communicate effectively with diverse audiences in a variety of situations. This program is designed to help executives become successful communicators through their written communications in any context and when using the myriad of 21st century digital platforms. This program is ideal for anyone who is responsible for negotiating, engaging with clients, or communicating with key stakeholders through written communication.



OBJECTIVES

By the end of this program participants will be able to:

- Confidently adapt their writing style to match situations and audience
- Communicate powerfully and persuasively while still building goodwill
- Understand advanced communication techniques for digital platforms; e.g. Facebook, chat, email, etc.
- Engage with customers appropriately, concisely, and confidently using digital platforms

TRAINING METHODOLOGY

- Instruction by an expert facilitator
- Practical illustrations
- Interactive classes
- Group discussions
- Simulations
- Case studies
- Action learning

COURSE MODULES

- Situational awareness and audience awareness
- Format, composition, and style of digital written communication
- Customer engagement via digital platforms
- Effective interoffice written communication
- Developing impact and using powerful language to influence others

PREREQUISITES

There are no pre-requisites for this course

CERTIFICATE

Upon successful completion all participants will receive a certificate recognized by the American University of Phnom Penh



CALL 011 21 21 44 TO ENROLL TODAY!