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College Africa Group – Communications for Small Business Owners

Communication between individuals is a two-way street, but communication between a small business and its customers is a multi-lane highway. Navigate this highway successfully and you increase customer numbers and profits. Set out on this highway unaware, ill-prepared, or unconvinced of its importance, and you will lose ground to your competitors.

This is a two-day course to introduce and reinforce the essential components of written communication that will connect you with existing and potential customers. If you are new to the communications highway, this course will provide the foundation for future development. If your company has some communications expertise, this course will help you strengthen and polish your essential components.

This two-day workshop will teach participants how to:

- Define the essential pieces of communication
- Customise these essential pieces for their company
- Identify the processes and plans needed for clear communications
- Develop, maintain, and evolve effective content for their communications

Key Communication Components

To start the course, participants will learn what business communication is all about. They will also review their pre-assignment.

The Building Blocks

Your communications plan should be linked with your organisation's other key plans (such as marketing, expansion, and succession). In turn, these plans should be based on your company's mission, vision, and values. This session will explore all of these elements as they relate to the communication plan. Elevator pitches and executive summaries will also be covered.

Your Communications Plan

In this session, participants will learn about the three steps for building a communications plan: selecting the destination, choosing a route, and establishing a vehicle. Setting up an approval process and inbound vs. outbound marketing will also be covered.

The Five C's of a Successful Message

Next, participants will learn about the five C's of a successful message: clear, concise, complete, correct, and compelling.

Communication Strategies

To wrap up the first day, participants will learn two strategies that can help them increase their communications success: goal setting and core messages.

Sharing Information Through Media Releases

This session will teach participants how to create a good media release.

Communicating Online

Next, participants will learn how to use blogs and social media to communicate their message.

Using Stories to Communicate

In this session, participants will learn about the power of storytelling in communication.

Polishers and Time Savers

This session will show participants how to use communication fact sheets and the three R's to make their communications process more efficient and accurate.

Enhancing Your Results

Next, participants will learn how to boost their results with techniques such as search engine optimisation, analytics, and SWOT analysis.

Maintaining Your Message in Crisis

To wrap things up, participants will take a brief look at communicating during crisis situations.

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