Communication Skills for Professionals

The Ron and Jane Graham School of Professional Development, College of Engineering, offers a series of courses to enhance the communication skills of professionals in their workplace. The three modules that make up *Communication Skills for Professionals* work together to provide a comprehensive introduction to the theory and practice of professional writing and presenting.

Each of the three modules is nine hours of instruction time. Classes meet once a week for three hours. This delivery model allows participants integrate the material from class into tasks and challenges of the work place and to bring back questions and insights to the next week's class. The first module, *Credibility and Persuasion*, is a pre-requisite for the other two: *Managing Writing Situations* and *Effective Public Speaking.*

Module One: Credibility and Persuasion

Instruction Time: 9 hours
Course Fees: $595/person
Enrolment Limit: 15

- Build strong communication skills for any situation, with an emphasis on persuasive communication
- Learn communication theory: context, purpose, elements of the communication situation
- Use theory to understand a communication situation and to evaluate the potential responses to that situation
- Understand how to build credibility

Module Two: Managing Writing Situations

Instruction Time: 9 hours
Course Fees: $595/person
Enrolment Limit: 15
Pre-Requisite: Module One (Participants who have taken GE 300 or RCM 300 from the College of Engineering, University of Saskatchewan, meet this requirement.)

- Understand the requirements of various genres of professional writing in terms of format and tone
- Learn to assess and meet the needs of various reading audiences
- Gain practical writing and grammar skills through one-on-one coaching

- Develop a document with the mentorship of instructors

Participants will have the option of working on a job-related document with the editing help of the instructors.

Module Three: Effective Public Speaking

Instruction Time: 9 hours
Course Fees: $595/person
Enrolment Limit: 10
Pre-Requisite: Module One (Participants who have taken GE 300 or RCM 300 from the College of Engineering, University of Saskatchewan, can waive this requirement)

- Understand how the tools of persuasion operate in a speaking context
- Develop a confident and credible speaking style
- Learn how to use PowerPoint as a support and not a crutch
- Practise providing feedback to peers in a supportive and effective manner

Participants will have the opportunity to develop and present a persuasive speech and receive feedback during the process. Participants will also learn from assessing the strategies employed by other participants.

MODULE ONE

DAY	PREPARATION	TOPICS
ONE		What is communication? Accidental, expressive, and purposeful communication Defining rhetoric Elements of the communication situation (the rhetorical triangle) Modes of appeal (how to establish credibility)
TWO	Look for messages in the workplace and other places to bring to class to analyze	Axioms of communication (how communication works) Analyzing messages to see the modes and axioms at work
THREE	Look for messages in the workplace and other places to bring to class to analyze	The rhetorical situation (what questions to ask before designing a message) The rhetorical stance (how communication can go wrong)

MODULE TWO

DAY	PREPARATION	TOPICS
ONE	Bring work documents to analyze or edit	Review of Modes of Appeal Grammar Basics Effective memos, letters, and email
TWO	Grammar worksheet Edit sample document	Types of reports (Company specific) Personal credibility and corporate identity in reports
THREE	Edit sample document	Proofreading and editing Group and individual editing work

MODULE THREE

DAY	PREPARATION	TOPICS
ONE		Types of delivery Inform, convince, persuade How to build an argument Vividness
TWO	Prepare a Six-Word Memoir Pick a speech topic Research topic	How to use PowerPoint Elements of Delivery Dealing with Stage fright
THREE	Prepare and practice speech	Speech presentations and evaluations