

# Communication

## Category and Courses Marketing Kit

Good communication skills can make a deal, can make a career, can make you more money.



# Contents

<b>I. Course Summary Descriptions</b> .....	<b>1</b>
Certificate in Business Communications .....	1
Fast Company: Collaborating for Success .....	1
Advanced Grammar for Copy Editors .....	2
Better Proofreading and Copyediting .....	2
Communicating Collaboratively .....	2
Communicating With Flair .....	3
Effective Business Writing .....	3
Effective Emails, Memos, and Letters .....	4
Effective Presentations .....	4
Effective Public Speaking .....	4
Introduction to Technical Writing .....	5
Speak With Confidence .....	5
Troubleshooting Your Writing .....	5
Virtual Teamwork .....	6
Writing Better Emails .....	6
<b>II. Testimonials</b> .....	<b>7</b>

# I. Course Summary Descriptions

## Communication

The ability to organize and present ideas is always in high demand. MindEdge's Business Communication certificate and coursework prepares you to become a skilled communicator, teaching you to form persuasive arguments, present information, write error-free emails and documents, and stand out as a professional.

---

### Certificate in Business Communications

Communicating clearly and concisely in written and oral formats is critical to your professional success. From clarifying and structuring your ideas to designing the PowerPoint slides that will best complement them, the techniques, interactive exercises, and checklists in this certificate program will help you create presentations and workplace documents that inform and persuade.

**Learner Satisfaction: 98%**

**Estimated length: 25 hours**

**Access Time: 365 days**

**Credits: 2.5 IACET CEUs / 25 PMI PDUs / 25 HRCI Credits / 25 SHRM PDCs**

### Fast Company: Collaborating for Success

Successful collaboration requires effective communication. As more teams and organizations shift to remote environments, many have been forced to adapt their practices to bolster collaboration. Through the courses in this bundle, learners will identify key components of communication and examine remote collaboration from multiple perspectives, including as team members, individual contributors, and leaders and managers. Learners will gain new strategies and skills for fostering collaboration with others, regardless of distance or physical location. The individual courses include Communicating with Flair, Working Remotely, Leading from a Distance, and Virtual Teamwork.

**Learner Satisfaction: 99%**

**Estimated length: 12 hours**

**Access Time: 360 days**

**Credits: 1.2 IACET CEUs / 3 PMI PDUs / 12 HRCI Credits / 3 SHRM PDCs**

## Advanced Grammar for Copy Editors

This course, a staple for anyone who is interested in copy editing, will ensure you have a detailed understanding of word categories, punctuation, and sentence construction. The course will guide you through the eight parts of speech; simple, compound, complex, and compound-complex sentences; ten punctuation marks; and the rules for capitalization. Through real-world exercises, you'll be able to categorize words and phrases, build different types of sentences, and correct common syntax and punctuation errors.

**Estimated length: 5 hours**

**Access Time: 90 days**

**Credits: 0.5 IACET CEUs**

## Better Proofreading and Copyediting

A great editor is like a great mechanic. They look at a piece of writing the same way a mechanic looks at a car: they assess the current state, see if it has any issues, and tune it up so it's good to go. As you can imagine, there is no lack of metaphor to describe the task of editing. This course will help you discern between metaphor and fact to discover the truth of editing. You will learn the foundational principles of copyediting, the golden rules of proofreading, and what professional editors actually do and how you can do it, too.

**Learner Satisfaction: 100%**

**Estimated length: 5 hours**

**Access Time: 90 days**

**Credits: 0.5 IACET CEUs**

## Communicating Collaboratively

In most organizational settings, you'll be expected to work in teams. At times, your team members may not be physically in the same office with you. And yet, communicating effectively within these teams is critical to the success of the team, and critical to your personal success on any given project or task. This introductory-level course will help you improve your collaborative communication by providing best practices and effective tips and techniques.

**Learner Satisfaction: 98%**

**Estimated length: 5 hours**

**Access Time: 90 days**

**Credits: 0.5 IACET CEUs / 5 PMI PDUs / 5 HRCI Credits / 5 SHRM PDCs**

# Communicating With Flair

There's a reason that workplace communication skills are so highly sought after by employers. Strong communicators can save their organizations time and money. For example, workers who can write emails that are reader-focused, clear, and concise can prevent the reader from having to send follow up questions, or worse, drawing the wrong conclusions about what the writer meant. Employees who can deliver engaging presentations can generate positive attention to the organization's mission. And workers who are strong collaborators can run efficient meetings, both live and virtual.

At the same time, workplace communication skills are integral to an employee's personal journey. Knowing how to craft attention-grabbing cover letters and resumes and ace a job interview are essential skills to master en route to finding professional fulfillment. The ability to manage speaking anxiety and deliver memorable presentations can set an employee apart from his or her peers. And understanding body language cues can help a worker build and sustain positive relationships with team members.

Ultimately, the ability to communicate with confidence and flair can keep a company focused on its organizational goals and help workers future-proof their careers.

**Learner Satisfaction: 99%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 IACET CEUs / 3 PMI PDUs / 3 HRCI Credits / 3 SHRM PDCs**

# Effective Business Writing

The ability to write clearly and directly is highly prized in most organizations. Well-written emails and documents can help you earn respect among your peers. And poorly written emails and documents can detract from success at all levels. The ideas, techniques, and checklists in this introductory-level course apply to all forms of business writing: memos, reports, brochures, proposals, presentations, catalogs, and websites. This course will also teach how to revise for wordiness, unnecessary phrases, redundancy, and jargon, and the appropriate use of email in an organizational setting.

**Learner Satisfaction: 97%**

**Estimated length: 5 hours**

**Access Time: 90 days**

**Credits: 0.5 IACET CEUs / 5 PMI PDUs / 5 HRCI Credits / 5 SHRM PDCs**

# Effective Emails, Memos, and Letters

Communicating clearly and concisely in written formats like email, memos, and letters is very important in a workplace setting. Clearly communicating your thoughts, plans and proposals is a highly effective means to advance your ideas and earn the respect of your peers. This course will help you improve your use of these common business communication vehicles by providing best practices and effective tips and techniques.

**Learner Satisfaction: 99%**

**Estimated length: 5 hours**

**Access Time: 90 days**

**Credits: 0.5 IACET CEUs / 5 PMI PDUs / 5 HRCI Credits / 5 SHRM PDCs**

# Effective Presentations

The ability to deliver an effective presentation is critical in most job functions. This introductory-level course helps learners organize, structure, and create effective presentations that feature slides as a visual aid. Because many organizations use PowerPoint as a way of communicating information, this course offers advice and guidance on the most effective and persuasive uses of PowerPoint, including best practices on word count, graphics, and structure.

**Learner Satisfaction: 98%**

**Estimated length: 5 hours**

**Access Time: 90 days**

**Credits: 0.5 IACET CEUs / 5 PMI PDUs / 5 HRCI Credits / 5 SHRM PDCs**

# Effective Public Speaking

Confidence is a key to delivering an effective speech or presentation. And delivering an effective presentation can be critical to success at work. This introductory-level course helps you develop the skills you'll need to become an outstanding and confident public speaker. It reviews the seven stages of public speaking including defining the audience and crafting your central message, all the way to writing, practicing, and delivering your presentation or speech. This course is an essential part of honing the skill of presenting and setting the stage for the boost of confidence to help you succeed.

**Learner Satisfaction: 99%**

**Estimated length: 5 hours**

**Access Time: 90 days**

**Credits: 0.5 IACET CEUs / 5 PMI PDUs / 5 HRCI Credits / 5 SHRM PDCs**

# Introduction to Technical Writing

Technical writing is a highly coveted professional skill that involves absorbing technical information and then communicating it through a document that is tailored to a specific audience, usually to inform, instruct, or persuade. This introductory course will explain what technical writing is and what technical writers do, exploring the tools, techniques, and strategies they employ. It will also guide you through the technical writing process, from initial plans to final revisions.

**Learner Satisfaction: 100%**

**Estimated length: 5 hours**

**Access Time: 90 days**

**Credits: 0.5 IACET CEUs**

# Speak With Confidence

Public speaking is one of the most common anxiety-inducing experiences. Whether delivering a speech in front of a large audience or having a direct conversation with one or two other people, we often allow stress and nerves to impede our ability to deliver a clear message. This course is designed to help learners understand the causes and signs of speaking anxiety and learn practical ways to address their speaking fears.

**Estimated length: 2 hours**

**Access Time: 90 days**

**Credits: 0.2 IACET CEUs / 2 HRCI Credits / 2 SHRM PDCs**

# Troubleshooting Your Writing

Writing is central to our personal and professional lives. Errors in writing can derail a job application, miscommunicate a plan, and confuse our audience in many ways. This course will guide you through the writing process, from brainstorming the content to polishing the final draft. Along the way, you'll be given tips for how to speed up the writing process and ensure that you send out error-free writing. Topics include time management, structure, crafting complex and clear sentences, and troubleshooting common grammar errors.

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 IACET CEUs**

# Virtual Teamwork

Remote work settings create new opportunities and unique challenges for team members. While virtual environments allow for greater flexibility, team-oriented activities can get lost. The collaboration, creativity, and teamwork that seems to flow naturally in an in-person setting can often feel stilted in a virtual environment. This course examines the pros and cons of remote teamwork and provides strategies for overcoming challenges and promoting team success. Other topics include communication best practices, handling conflict, and goal setting.

**Learner Satisfaction: 100%**

**Estimated length: 3 hours**

**Access Time: 90 days**

**Credits: 0.3 IACET CEUs / 3 HRCI Credits**

# Writing Better Emails

Email is a mainstay of communication technologies, especially in the business world. Though new forms of communication are constantly being developed, email remains a popular platform with an ever-growing number of users each year. This course first delves into the basics of email and provides the skills to draft messages, follow up efficiently, and manage email inboxes. The course further provides tips and techniques for crafting effective and accessible email content to help your message stand out in a crowded inbox.

**Learner Satisfaction: 100%**

**Estimated length: 2 hours**

**Access Time: 90 days**

**Credits: 0.2 IACET CEUs / 2 PMI PDUs**



## II. Testimonials

The following testimonials are provided by learners that have completed courses in the Communication suite.

### Communicating Collaboratively

*"My knowledge pertaining to communication has expanded considerably. Thank you."*

### Effective Business Writing

*"I loved this self-paced learning style. The knowledge checks differed in design, which kept the flow fluid."*

### Effective Emails, Memos, and Letters

*"This was a wonderful refresher course for those of us who have been in the business world for many years. I would highly recommend this to anyone coming into the workforce or those, like myself, who have been in it a while. It teaches you how to know when to use a letter, a memo, or an email when corresponding with various business associates. It also teaches you when to use and not to use certain salutations and, finally, the proper method of using PS (PostScript)."*

### Effective Presentations

*"As a marketing professional, I need to be able to present effectively. This course provided a number of great tips that will certainly help improve my skills."*

### Effective Public Speaking

*"Overall excellent course. I am an avid presenter for over 30 years, and I still hugely benefited from this program. Made me rethink a lot of how I do things. I recommend this course to anyone at all levels of their professional career."*

### Writing Better Emails

*"The MindEdge Learning course 'Writing Better Emails' gives every learner an opportunity to acquire confidence in preparing electronic mail correspondence, managing the receipt of emails, and utilizing email in digital marketing campaigns effectively. I highly recommend the course to all who would like to learn a reasonable approach to handling email correspondence and designing marketing and advertising in a professional manner."*