

2018

Business Writing for Professionals Presentation and Communication Skills Programs 2018-2019

Nova Southeastern University

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PRESENTATION AND COMMUNICATION SKILLS PROGRAMS 2018-2019

Business Writing For Professionals

1 Full Day | .6 CEUs



Nova Southeastern University is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org.

Are you swamped with e-mail and correspondence? Would you like to streamline your writing, get to the point, but still maintain courtesies and professionalism? Do you often wonder if you are using correct grammar and punctuation?

In this course, you will discover how to structure sentences that are not only correct, but also impressive, powerful, and efficient. You will also learn proofreading techniques to safeguard your work from careless errors. Learning these skills will save you time and money by avoiding misinterpretations, numerous edits, and re-work.

Program Description

Topics covered in the program include:

- ~ The importance of effective business writing
- ~ Improving your writing style by:
 - Identifying your target audience and customizing your message for that audience
 - Writing clearly and concisely
 - Eliminating redundancy
 - Using the active voice
 - Creating simple and forceful sentences
 - Understanding commonly misused words
- ~ Choose an appropriate tone for your correspondence
- ~ Write business correspondence with clear purpose statements, action statements, and a logical sequence
- ~ Use proper e-mail etiquette and style
- ~ Understand correct use of punctuation marks

- ~ Identify major parts and structure of sentences
- ~ Tips and techniques for faster, more powerful writing
- ~ Techniques to proofread more effectively

Learning Outcomes

Participants will:

- ~ Discuss tips and strategies to professionalize written organizational communication
- ~ Review effective strategies and techniques for written communication in 21st century organizations
- ~ Describe 'quick tricks' to increase effectiveness in e-mail correspondence
- ~ Engage in hands-on, collaborative writing practice with memos and email communications

Audience

This program is designed for employees and managers throughout the organization.

Delivery

Any of the executive education programs offered by the Hudson Center of Entrepreneurship and Executive Education (HCEEE) can be delivered to your organization at your location. Please [contact us](#) for more information.

Program Fee

Program fee varies based on the size of your group and includes tuition, instructional materials and lunch. Please [contact us](#) for more information.

Instructor

Monica Starke, Ed.D.

Dr. Monica Starke is a Training Specialist and Consultant in the United States and the Caribbean; she specializes in Leadership, Organizational, and Individual Development. She has been working as an adjunct professor with Nova Southeastern University in the department of Organizational Leadership for over twelve years and facilitates doctoral-level courses live and online, as an international instructor. Dr. Starke serves as an organizational and professional development consultant for law firms and other organizations in the United States and in the Caribbean.

Dr. Starke has over fifteen years of experience in the field of adult education and training working with individuals and groups. She has worked with many diverse groups and specializes in seminars that promote teamwork, effective leadership, interpersonal communication, and effective self-management. She also has extensive expertise and experience in conflict resolution, business-writing and diversity education and has also worked in these areas with individuals, departments, and corporations. She holds a Bachelor's degree in Communication and Psychology from the University of Miami; a Master's degree in Counselor Education from Florida International University; and, she obtained her Doctorate from Nova Southeastern University in Adult Education with a specialization in Training.

Comments from Past Participants

"The material is relevant. I appreciated every second."

Haydee Jimenez, Assistant Operations Manager | [Taplin, Canida & Habacht](#)

"Good class to cover business writing for all levels."

Jeff McNally, Purchasing Manager | [Independent Purchasing Cooperative](#)

"Excellent program! Would definitely recommend this course to other business professionals."

Jessica Ramey, Operations Manager | [MediaWhiz](#)

"Full of useful and practical tool for everyday working."

Yvonne Barrett, Customer Account Representative | [Airbus](#)

Course Customization

Using core programs, we can customize the material to fit your corporate training needs. With our extensive resources and program facilitators, we will design a program that is **tailored to fit your specified objectives and requirements**.

Contact Information

For additional program information, please contact us at:

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H. Wayne Huizenga College of Business and Entrepreneurship
Nova Southeastern University
3301 College Avenue, Carl DeSantis Building, Suite 2088
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Toll Free: [800.672.7223](tel:800.672.7223), ext. 25119
Fax: 954.262.3188
E-mail: execed@nova.edu

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Creating "Win-Win" Interpersonal Communication Skills

1 Full Day

Technology is wonderful, but due to the over-reliance on texting, e-mail, and social media, many have forgotten—or never learned!—the art of face-to-face, live conversation. In the workplace, interpersonal communication is still needed for nailing interviews, making proposals to upper management and clients, presenting at conferences, and working on teams.

Learning Outcomes

This workshop will help participants to:

- Identify and overcome barriers to communication
- Develop self-awareness
- Understand the ways that verbal and non-verbal behaviors may influence perception
- Become active listeners
- Improve relations with co-workers, support staff, and superiors
- Reduce misunderstandings and work cooperatively with others

Audience

This course is designed for executives, leaders, managers, supervisors, business owners, employees, or any person that wants to become a better communicator.

Delivery

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Program Fee

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Instructor

Marsha Freedman, Adjunct Instructor, Nova Southeastern University

Ms. Marsha Freedman is a presentation skills seminar leader, trainer, coach and speaker. She works with professionals to improve their confidence levels and effectiveness as public speakers and has conducted over 100 public speaking workshops here at Executive Education. Marsha is an adjunct public speaking instructor at several schools in South Florida and is the author of the workbook, *Breaking Your Fear of Public Speaking!* Marsha has been a longtime board member of the Florida Speakers Association, a chapter of the National Speakers Association and a member of the Association of Talent Development (ATD). She served as an area governor for Toastmasters International. Ms. Freedman holds a bachelor's degree in Education and a master's degree in Mass Communication.

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Dynamic Communication & Interpersonal Skills

1 Full Day | .6 CEUs



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An essential element for success in the information age is to be able to identify the appropriate forms of communication for different messages to varied individuals. Participants in the session **learn to communicate more effectively** by identifying and removing common barriers. They learn to communicate in a manner that builds trust, teamwork, and consensus. They develop the skills that result in two-way communication. They examine obstacles to effective communication. They **learn to facilitate supportive communication** with diverse individuals and groups.

Program Description

~ Barriers to communication

- Focus on **identifying your audience**
- Learn how you come across to others
- Understand the communication model
- Verbal and non-verbal communication

~ Perception and how it can interfere with communication

- Realize how we come up with perceptions
- Learn the most challenging aspects of communication
- Recognize how your perceptions and **assumptions may be hindering communication**
- Understand Gender, generational, and various other communication differences

~ Feedback as a valuable learning tool

- Learn the importance of anonymous evaluations
- Identify the secret of **asking effective questions**
- Discuss common feedback mistakes

~ **Becoming a better listener**

- Learn and practice techniques that will make you a better listener
- Understand the different **levels of listening**
- Learn the difference between distracting and attending behaviors

~ **Communication as an effective management tool**

- Discover the secrets of **converting conflict into collaboration**
- Eliminate resentment that results from poor communication
- Learn what you can say to resolve conflicts with superiors, peers, and workers
- Appreciate direct and indirect communication styles

Learning Outcomes

Upon completion of the session, participants will be able to address the following questions:

- ~ How can I **identify barriers to communication**?
- ~ How do my perceptions and assumptions inhibit communication?
- ~ How can I learn to be a better listener?
- ~ How can I use **communication as an effective tool** in the workplace?

Audience

This course is designed for executives, leaders, managers, supervisors, business owners, administrators, employees, and any persons wanting to be better communicators.

Delivery

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Program Fee

Program fee varies based on the size of your group and includes tuition, instructional materials and lunch. Please [contact us](#) for more information.

Comments from Past Participants

"The instructor was very knowledgeable and offered effective tools which I can apply to both professional and personal aspects of life."

Yani Avila, Director of Social Compliance | **Perry Ellis International**

"Good course. Very dynamic instructor."

Hortense DeCardenas, First Vice President | **City National Bank**

"I appreciated the facilitator taking the first part of the class to understand our backgrounds and to address our questions, concerns."

Beverly Hernandez, Manager - Business Analyst | **LNR Property**

"The instructor is engaging and thoroughly knowledgeable."

Gay Gagliardi, Marketing Director | **Tyco International**

"Clear, practical, well prepared, good examples."

Salamon Levy, Marketing Director | **Discovery Networks**

"Found the professor to be an excellent speaker and facilitator."

Beatriz Licor, Senior Executive Office Coordinator | **University of Miami Hospital**

"The class was great; I'm sure it will be helpful for every area of my life, starting with my job."

Patricia Luciani, Logistics Coordinator | **Stryker**

"I will recommend this course to others."

Herbert Neff, Controller | **Homestead Miami Speedway**

"Excellent content and facilitation."

Shannon Santos, Training Director | **Coastal Construction**

"Great program leader; kept the class motivated"

Wanda Ramos, Order Logistics Coordinator | **GEMS**

Course Customization

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Presentation Skills for Professionals

1 Full Day | .7 CEUs



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One of the top requirements for professional advancement today is the ability to deliver a presentation in which one **connects with the audience and communicates clearly**, and demonstrates the ability to speak with confidence and power. The Presentations Skills course will assist professionals in improving their oral presentation skills, empowering them to speak more effectively when running staff meetings or presenting to internal or external clients.

Program Description

Master speech apprehension and develop greater confidence

- ~ Speak before any group with passion, power, and confidence
- ~ Use the voice effectively as an "instrument of influence"
- ~ Develop dynamic openings and closings to "wow" your audience
- ~ Create a clear, concise, and convincing message
- ~ Achieve the desired results by connecting with the audience

Program participants will leave the course with a specific action plan and videotape of their individual presentation, along with an evaluation that will significantly improve their presentation skills and increase their value to their respective organizations.

*** Please note the size of this class is restricted in order to allow for individual attention.**

Learning Outcomes

- ~ Master speech apprehension and develop greater confidence
- ~ Apply the techniques of highly successful speakers
- ~ Speak before any group with passion, power, and confidence
- ~ Become an expert in planning, preparing, and delivering a presentation
- ~ Use the voice effectively as an "instrument of influence"
- ~ Avoid the use of crutch words, such as "um" and "er"
- ~ Achieve the desired results by engaging the audience's attention

Once you complete this course, register for [Part II: Advanced Presentation Skills](#).

Audience

This course is designed for professionals of all levels interested in acquiring or improving their presentation skills and receiving feedback on their performance.

Delivery

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Program Fee

Program fee varies based on the size of your group and includes tuition, instructional materials, lunch and a video of participants' presentations. Please [contact us](#) for more information.

Instructor

Marsha Freedman, Adjunct Instructor, Nova Southeastern University

Ms. Marsha Freedman is a presentation skills seminar leader, trainer, coach and speaker. She works with professionals to improve their confidence levels and effectiveness as public speakers and has conducted over 100 public speaking workshops here at Executive Education. Marsha is an adjunct public speaking instructor at several schools in South Florida and is the author of the workbook, *Breaking Your Fear of Public Speaking!* Marsha has been a longtime board member of the Florida Speakers Association, a chapter of the National Speakers Association and a member of the Association of Talent Development (ATD). She served as an area governor for Toastmasters International. Ms. Freedman holds a bachelor's degree in Education and a master's degree in Mass Communication.

Comments from Past Participants

"I gained a lifetime of knowledge during 8 hours in what seemed 8 minutes."

Juan-Diego Mejia, Operations Manager | **Value Care at Home**

"Went far beyond my expectations. The power is within each of us but it helps someone walking you through the path to find it."

Luisa Gamboa, Lead Counsel | **Motorola Solutions, Inc.**

"The program had helped me overcome the fear of presenting with great tips on engaging the audience."

Isabel Medel, IT Director | **Ryder**

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