



**Total Communication  
Course Syllabus**

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**Certificate of Completion for 15 hours of Recertification credit**

**A) Course Description:** This 5-week course is designed to improve the students' ability to communicate in a variety of settings in a seamless manner. Learn ways to maximize your communication style dependent upon the situation and the audience. Active listening, collaborative negotiation, abstract thinking, linear learning, plus many more concepts will be covered in this course. Understand the psychology of communication styles as well as techniques to enhance the interpersonal communication of those around you. This course will enable students to understand the interactive role of facilitating strategic organizational change and serve as a business partner by including competition, customer needs, internal organizational structure and employee needs.

**B) Course Objectives:** Participants will be able to serve as a strategic business partner and facilitate strategic change through effective communication.

**C) Student Expectations:** Participants are expected to attend each class session. If you are unable to make a session, you are expected to make arrangements with the instructor to make up the course content. Participants are also expected to complete and turn in all of the application exercises and participate in class activities. **Students will receive a certificate of completion for successful completion of the course.**

**Class participation:**

- Evidence of careful preparation of cases, and oral presentation of class members.
- Clarity and conciseness of recommendations.
- Strong and convincing quantitative and qualitative analysis and support recommendations.

**Personal Communication Assessment and Plan:**

**Format:** Executive Summary in accordance with the Business Case and Action Plan Guidelines.

**Strategic Communication in Action:**

The executive summary and action plan will be completed as individual or a team of 2-3 students, utilizing the business case guidelines.

**E) Text and/or Required Reading List:**

Close, Amanda, Strategic Toolkit , Snow Creek Publishing 2012

<b>Date</b>	<b>Topic</b>	<b>Assignment</b> (To be completed before the next session)
Session 1	Introduction to psychology of communication and personal application. Assertive Communication: what is REALLY going on. In-class simulation	For session 2:
Session 2	Conflict and Breakthrough Strategies Facilitation (objectives, tools and techniques) In-class simulation	For session 3:
Session 3	Coaching for Results	For session 4:
Session 4	Coaching simulation, Negotiation Essentials, Strategies and Tactics Negotiation Style Assessment	<b>DUE: Personal strategic communication analysis and plan</b>