

 LG SETA CREATING GREATER IMPACT	 
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 We are fully SETA accredited and that means you can claim up to 50% of the Course fee back from your SETA, subject to your SETA Terms and Conditions.
 Contact us for a no-obligation Quotation for groups or In-house Training at: 012 654 4288 or info@lemark.co.za

3-DAY ACCREDITED SKILLS PROGRAMME ON:

EFFECTIVE COMMUNICATION SKILLS

(Apply Sound Communication Principles in the coordination of selected public sector Communications Programmes)

Aligned to US: 119346, NQF Level 5, 10 Credits

17-19 November 2025

Next Dates: TBA 2025

Venue: Centurion/Pretoria

INTRODUCTION/OVERVIEW:

To communicate effectively with other people, not only we need to be self-aware, but also know the impact of our style on other people. We need to use a range of skills in different situations based on different personalities.

This highly practical programme helps learners to understand their strength and develop their own communication style through many group exercises and interactive content. Part of communication is dealing with conflict. This course explores the core principles of conflict management such as conflict life cycle, styles of conflict resolution and detailed steps in conflict management and introduces effective negotiation techniques, management of organisational conflicts and third party interventions.

By the end of this course, participants will be able to:

Use different **communication styles** when needed based on circumstances.

- ❖ Demonstrating an understanding of a communication process used to coordinate selected communications programmes in the public sector
- ❖ Identifying appropriate communication tools
- ❖ Utilising information technology to enhance communications
- ❖ Overcoming **barriers to communication** - Avoid **misunderstandings** and overcome communication barriers.
- ❖ Express your ideas **assertively**, confidently and precisely.
- ❖ Ask the **right questions** for the **right reasons**.



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- ❖ Discover what you **know about yourself** and how others **think of you**.
- ❖ **Empathize** to establish trust and communicate effectively.
- ❖ Deliver your **potentially negative message** and get a good response.
- ❖ Read and interpret **body language** and **gestures** while communicating with others.

COURSE OUTCOMES PER SESSION:

The outcomes and objectives for these sessions are:

MODULE 1 - THE BASICS OF COMMUNICATION:

- ❖ **Communicate effectively with others to achieve the results you desire.**
 - ❑ Identify and explain communication models;
 - ❑ analyze, interpret, and apply communication processes;
 - ❑ Assess results of communication actions and;
 - ❑ Determine factors for achieving effective communication and minimising barriers to communication

MODULE 2 - THE BASICS OF COMMUNICATION:

❖ DIFFERENT COMMUNICATION MODELS:

Choosing the Right Method:

It Is Important That The Most Cost-Effective Methods Of Communication Are Chosen For Any Organisation. Simply Choosing a Method of Communication due to it being a famous instrument is not going to help.

❖ COMMUNICATION STYLES:

It is important to recognize personal communication styles to avoid misunderstandings and miscommunications. Individuals have different preferences in both communicating their messages to each other and to interpret messages they receive from others. A variety of models have been developed which help to recognise different communication styles and most effective ways of dealing with each group. In this module, we concentrate on two main models of communication styles which have proven effective and reliable to use in different situations.

❖ ASSERTIVENESS:

By the end of this session you will be able to: Express your ideas assertively, confidently and precisely.

Assertiveness is the ability to express your ideas, thoughts, feelings and beliefs confidently and precisely. Assertiveness in communication will help you to deliver your message boldly and accurately therefore reducing your stress level and strengthening your relationships in both personal and professional contexts. Assertiveness is about finding the balance between meeting your own needs and dealing compassionately with others.

❖ QUESTIONING TECHNIQUES:

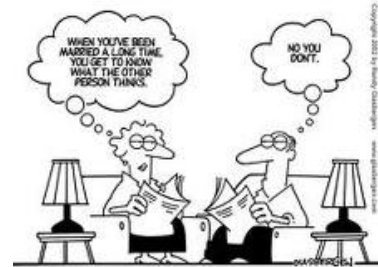
By the end of this session you will be able to: Ask the right questions for the right reasons.

Asking questions is a **fundamental part of effective communication** and exchange of information. By asking the right question at the right time, you get access to more information, can manage people more effectively and build stronger relationships by avoiding misunderstandings. Furthermore communication begins by ensuring that the nature of the audience and their need for information is clearly identified.

❖ KNOW YOURSELF, KNOW OTHERS:

By the end of this session you will be able to: Discover what you know about yourself and how others think of you.

A concept created by Joseph Luft and Harry Ingham in 1950's, Johari window is a psychological tool designed to understand interpersonal communications. The name Johari is the combination of the first names of the creators. The concept is especially useful in increasing common understanding between individuals within a group.



MODULE 3 – COMMUNICATION BARRIERS

❖ MISUNDERSTANDING:

By the end of this session you will be able to: Avoid misunderstandings and overcome communication barriers.

Every communication involves at least two parties; one party is trying to deliver a message which could be some facts, beliefs, emotions or ideas.

The message may be presented in words; however other factors may interfere with the point being delivered and even change the meaning of the message all together.

The tone of your voice, your body language such as posture and facial expressions and the choice of wording can all influence the meaning of the conversation. If the message is unclear or mixed with conflicting factors, the recipient is likely to interpret the message using his own expectations and knowledge. In this chapter we are going to look at which factors we must analyse and correct to ensure we achieve the communication objective or the message we intend to share or send.

❖ COMMUNICATION BARRIERS:

“There are three things that create all business problems; Communication, communication, communication.” Stephen Covey.

No matter how effective we become in recognising and embracing different communication styles, there are still some barriers that could prevent successful communication between individuals or within organisations. Lack of communication affects all aspects of life, the relationship we have with our partner, parents or children and the day-to-day interactions with our colleagues, superiors or clients. Recognising the main barriers to effective communication enables us to develop approaches suitable to each problem and to deal with miscommunications quicker and more efficiently.

MODULE 4 – IDENTIFY AND UTILIZE APPROPRIATE COMMUNICATION TOOLS AND STRATEGIES

❖ COMMUNICATION TOOLS

Be able to identify which communication tools you should use in which situations. Understand the basics of a communication strategy.

❖ EMPATHY:

By the end of this session you will be able to: Empathize to establish trust and communicate effectively.

Effective listening is a vital component of successful communication. How well you listen to others will affect your communication and the message you are trying to deliver. By improving your listening skills you are more likely to succeed in different aspects of both personal and professional life. Apart from increasing your productivity, effective listening is helpful when it comes to negotiations, persuasion and influencing others. Being a good listener also protects us from conflict by reducing misunderstanding in communication.

❖ PROFESSIONAL TELEPHONE ETIQUETTE:

By the end of this session you will be able to: Handle phone conversations professionally.

Usually, the first contact a client has with your business is via the telephone. The way his needs are met over the telephone will strongly influence the overall impression he will have of the care he receives.

❖ HOW TO GIVE FEEDBACK?

By the end of this session you will be able to: Deliver your potentially negative message and get a good response.

Feedback is a type of communication that we give or get. Sometimes, feedback is called "criticism," but this seriously limits its meaning. Feedback is a way to let people know how effective they are in what they are trying to accomplish, or how they affect you. It provides a way for people to learn how they affect the world around them, and it helps us to become more effective. If we know how other people see us, we can overcome problems in how we communicate and interact with them. Of course, there are two sides to it: giving feedback, and receiving it.

MODULE 5 – COMMUNICATION METHODS (BUSINESS WRITING SKILLS)

❖ COMMUNICATION METHODS (BUSINESS WRITING SKILLS)

By the end of this session you will be able to: Understand the importance of plain language in your written communication.

Ensuring your grammar, punctuation and the construct of your sentences is well developed is extremely important in the professional workplace.

Letters, Memos, Reports and the basics of meetings will be discussed.

MODULE 6 – USING TECHNOLOGY TO IMPROVE COMMUNICATION IN THE WORKPLACE)

❖ USE TECHNOLOGY TO IMPROVE COMMUNICATION IN THE WORKPLACE

Identify the correct computer programmes for your workplace and make use of current technology. Understand the effect of technology on interpersonal communication. Understand the problem areas in technology in relation to the workplace. Get solutions for the technology problems in the workplace.

The Philosophy Behind Effective Communication Skills Training Course

Communication is successful when a message has been sent and received without much distortion. Messages conveyed badly by the sender or misinterpreted by the receiver prevent ideas and thoughts to be expressed correctly and cause much confusion and misunderstandings. The aim of this course is to minimise such misunderstandings. By focusing on subjects such as body language, listening techniques, effective questioning, self-analysis and empathy, delegates gain a better understanding of how to have an effective communication with others and improve their relationships.

MINIMUM ENTRY REQUIREMENTS:

Please note that the minimum entry requirement for this course is Matric (Grade 12). Learners attending the course will be required to supply certified copies of their Identity Document and Matric certificate.

UNIT STANDARD:

This programme is aligned to the following **Unit Standard 119346**.

PROGRAMME ACCREDITATION:

This programme is accredited with the Local Government Sector Seta (LG Seta).

ASSESSMENT:

Learners will have to prove their competence in applying the knowledge, skills and behaviour learnt during class exercises and group work. Each learner must submit a portfolio of evidence within a specific time-frame.

RE-SUBMISSIONS:

When a learner is found Not Yet Competent they will be given one chance to re-submit; they will have 7 days (weekends & holidays included) to complete their PoE/Assignment. Should they not meet this deadline or if they are found Not Competent for the second time they will have to book, pay and attend the programme/course at their own expense.

CERTIFICATION:

The attendance of the first day of class as well as a total minimum of 80% class attendance is compulsory in order to be eligible to hand in your PoE/ Assignment. After the successful completion of this skills programme and the portfolio of evidence (PoE), learners will receive a **LGSETA Certificate of Competence**. Alternatively learners will receive a **LeMark Letter of Attendance**

RATE: R7 095.00 (incl. VAT) Per Person (Breakfast,Lunch, Refreshments & Study Material).

VENUE: Centurion/ Pretoria.

REFERENCE NUMBER: Please Use Your Invoice Number.

CLOSING DATE FOR REGISTRATION: Last Working Day before Programme Starts.

CANCELLATION DATE: 7 Working Days before Programme Starts.



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- **It is the responsibility of the Customer to enquire should they not receive a confirmation from LeMark after they have submitted a registration form or payment for training.**
- **We reserve the right to change the venue and the order of the presentation** or, if absolutely necessary, to substitute a **facilitator or presenter.**
- LeMark is **ACCREDITED by the SERVICES SETA** as an institution delivering quality education and training - Provider. Entity Number: (0149)2010/002646/02 (was 2001/025985/23).
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Please Note: The LeMark Course Rate Includes: Provision of Training, Assessment, Moderation where applicable & Certification Costs!