

# Message-Based Communication

Communication remains a skill central to personal success. When messages are not clear, there are invariably costs attached to their failure. Worse, the individual who communicates poorly appears less intelligent than the individual who communicates effectively. Communication occurs every time we see other people, read e-mail, send a letter, write a proposal, produce marketing materials and make presentations.

## OBJECTIVES

Upon completion of this course, participants will be able to:

- Learn to use communication skills carefully to send the right message whether talking with others, sending written material or presenting ideas in informal and formal situations

## HIGHLIGHTS

- Define a message and its context
- Develop a chain of logic focused on a message
- Create a document and a presentation using the message-based structure
- Analyze information and identifying messages vs. supporting facts
- Structure information to support a message
- Use message-based communication in interpersonal, written and presentation challenges

## DESIGNED FOR

Professionals who want to improve communications skills to be more effective leaders, especially when sharing complex information and/or persuasive ideas



## RECOMMENDED CPE:

8

## PREREQUISITE:

None

## EVENT ID:

MBC

## COURSE LEVEL:

All

## FIELD OF STUDY:

Communications

## BLI CURRICULUM:

Communication Skills, Leadership Development

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For information regarding on-site training, email [aicpalearning@aicpa.org](mailto:aicpalearning@aicpa.org), call **800.634.6780 (Option 1)**, or visit [aicpalearning.org](http://aicpalearning.org).