



# Communication Essentials in the Modern Information / Digital Age. Course Duration: 2 Days

## PURPOSE

The digital age has revolutionized the way we communicate, connect and collaborate in the workplace. Gone are the days when internal communications were limited to memos, bulletin boards and the occasional company newsletter.

Today, technology has transformed our approach to communication. It is more immediate, interactive and inclusive. This evolution is not just about convenience; it's fundamentally changing the nature of organizational culture and employee engagement.

## MODULES:

### DAY One

1. Essential Basics to effective professional communication. (Recap on the basics)
2. Written communications – the building blocks
3. Meetings, minute-taking and feedback essentials for effective, impactful meetings.
4. Communication strategies and policy frameworks
5. Protection of Information & Privacy
6. Proof-reading and WHO to use, and when!!

### DAY Two

1. Use of digital platforms, and choice of social (and other) media and mediums.
  2. Which medium to use for WHAT?
  3. Choosing the audience to suit.
  4. Artificial Intelligence, uses of AI tools to enhance and improve communication content and context.
  5. Fact-checking and proofing of communication
- Case studies for consideration and reference

## OUTCOMES

- ✓ The communication process – Modern personal protection laws
- ✓ Verbal, non-verbal, and Oral Communication principles
- ✓ Written Communications – the Essential issues for ALL types of Business writing uses
- ✓ Guidelines for Professional Business & Report Writing.
- ✓ Meetings and the Importance of Minutes – Resolutions, Actions and feedback
- ✓ Caution of plagiarism and personal protection.
- ✓ Strategic thinking for work-place and personal use
- ✓ Choosing the audience to suit tools and methods
- ✓ Essentials of online communication channels
- ✓ Use of Social and Business networking Media for Business Communications.
- ✓ Dangers of social media
- ✓ Usage and SWOT of AI tools
- ✓ Referencing and fact-checking issues

## WHO SHOULD ATTEND?

All interested leaders, managers, stakeholders, Individuals, organisational staff - who are involved in Strategising, Planning, Report writing, and professional Business writing forms,

Secretarial or administrative employees - handling of all communication channels and methods in an organisation. Any employees who are key to successful communication in the workplace and business environment..

## SPECIALIST FACILITATOR, CONTENT ADVISOR, AND ACTIVITY DESIGNER - DONALD HJUL & in collaboration with ADELE RICHARDSON

Specialist content creator, and Facilitator and Professional OD Consultant who has over 40 years of joint experience in the Private, Public and NPO sectors across international boundaries and within many sectors and industries.

He leverages his extensive management and leadership experience, with collaboration where needed - to consistently create impactful, practical, and experience-driven programs for clients focusing on the three M's: Mindset, Mechanics, and Motivation.

Our passion, is to empower individuals and organizations to achieve continuous and transformative human performance improvement, throughout the Human Capital Management landscape

### Contact Us

Donald Hjul +27 82 556 4704

[hjuldonald@gmail.com](mailto:hjuldonald@gmail.com) or [adele@saaac.co.za](mailto:adele@saaac.co.za)

[www.hjuldonald.com](http://www.hjuldonald.com)