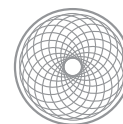


Sophisticated Communications

# Programs Proposal

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# Business Communications and Public Speaking Programs

## Why Business Communications and Public Speaking?

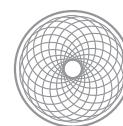
The fastest growing sectors in the global economy are in the knowledge-based industries. The leaders of Viet Nam intend to transform Viet Nam into a knowledge-based economy. (11th National Congress of the CPV and subsequent policy statements.)

Vietnam's workers and managers must do more than reproduce the products of its competitors to accomplish this transformation. They must write and speak about their products, explain how they are produced in a Green conscious world and motivate buyers to select their products over the competition's. Vietnamese companies must differentiate their products from their competitors' and keep the communications of their employees on the message.

Effective business communications and public speaking answer the what, how and why of a product or service. Successful communicators and speakers rise above the ordinary and the expected. They intend to be heard and listened to because their message and how they deliver their message is compelling and on point. Each communicator or speaker has a unique voice and point of view. Finding that voice and point of view is the employee's challenge and comes from his or her creativity.

Competitors in the global marketplace use three levels of written and spoken communications, depending on the stage of development:

- **Basic Level** that delivers facts, numbers and position statements that are sufficient for a developing economy.
- **Advanced Level** that combines the basics into branding and marketing plans common in a developed economy.
- **Sophisticated Level** that creates new markets and sells the next market dominating product using compelling stories and guiding perceptions. Sophisticated communicators seamlessly uses both logic and emotional appeals.



The purpose of the programs in this curriculum is to advance from being a basic communicator to being a sophisticated communicator in writing and speaking. The courses nurture intelligence by using diverse resources to create synergies, encourage dynamic thinking, and help the participants to recognize his or her distinct talents.

Creating a knowledge-based economy requires a shift in the teaching method to encourage creativity.

## Objectives

Business communications are the basis for modern enterprises for profit. Written communications frame the enterprise and its objectives, promote and record its connections with customers and government, and convert today's thinking into tomorrow's actions. Spoken communications relates to the enterprise to the lifestyle and needs of its customers, gives technology a human touch, and promotes the goodwill that is the most protected asset of a modern business. These proposed programs introduce the participant to the culture, thinking, and purpose behind the business communications used in the largest corporations and small start-up enterprises in the United States. Participants will learn how to write and present business materials for English-speaking audiences, how people expect to be addressed in English, and how to turn those expectations into win-win solutions. Each program is a module and a component of the full program.

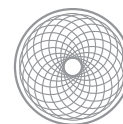
## Goals

A participant that completes a program will have mastered the material and be competent to perform the skills presented. A participant that completes the entire program will be able to work effectively and with confidence in a business operating in any nation. The business intelligence, analytical methods, and soft skills in this program are transglobal.

## Teaching Method

These programs rely on participants' interactions with each other, impromptu reactions to the materials, group discussions, simulations, case studies, writing assignments, Power Point shows, group presentations, written assignments and short speeches.

These programs nurture a participant's creativity by providing a safe place to fail and by making the participant the center of his or her education.



# Programs

## Written Business Communications Programs

These programs offer an array of types of writing that are used in the United States at the work site. Participants will learn the simplest ways to address people in English and how to write and present materials for English-speaking audiences. The classes are designed to move from the shortest and simplest documents to the hardest assignments.

### Business E-mails

Emails have replaced letters as the medium for preliminary written negotiations and recorded position statements necessary to conduct business. E-mails are short messages, often exchanged at a rapid pace, requiring concise and careful wording to protect your profits and market position. Knowing how to write business email is a skill that profitable business people must have. We teach the correct ways to produce e-mails that are brief but informative. Each participants will communicate with the instructor throughout the time we spend together via e-mails.

### Business Memos

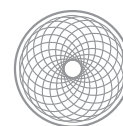
Memos are position statements for individuals and groups. Memos record what people said or promised and can be legally binding. Participants will produce a memo using the correct protocols for business. One memo will addresses a problem the participant is having with an unhappy client and another will harmonize the point of view with the company's objectives.

### Business PowerPoint

PowerPoint is the standard for illustrated business presentations. Western audiences have learned the meaning of "death by PowerPoint." Participants will learn how to put life into PowerPoint programs by engaging with their audience, attracting attention and being memorable, and following the expectable rules in Power Point Shows. Items covered will include the apt use of color, no reading to the audience *ever*, design principles and the 6 x 6 Rule. Participants will complete the program ready to engage with their next PowerPoint audience.

### Business Proposals

Proposals generally provide a written plan. Typically, proposals offer solutions to solve problems, provide services, or to develop a new idea. Participants will produce a proposal—to open a fictional small



business — or write a grant proposal that asks for money for a new company. Participants must convince an audience why their product would be worth investing in their business.

### **Formal Reports**

Formal reports are road maps for businesses. They guide a business beyond the present business cycle and answer questions about the health and future of the business. They require asking the right questions, solid research, clear thinking, logical organization and good writing. A formal report has three subdivisions: an introduction often with an executive summary; the body of the report, and the conclusions. Participants will create a formal report beginning from asking the right questions to the final briefing on the report's conclusions.

## **Public Speaking Programs**

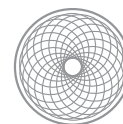
Participants want to know how to play the game of business speaking in public and private conversations. Modern business communications have a culture, attitudes, and styles that are at the same time obvious and hidden. Effective business speech can be learned only by seeing and practicing it. Participants cannot learn this from a book or on the Internet. The trained speaking mind, voice and body is an instrument that requires training and hours of practice to become the speaker that commands at business meetings.

### **Brilliant Diamond SpeechCrafting**

Brilliant Diamond SpeechCrafting is new way to approach public speaking to persuade and motivate modern audiences. The program covers the 6 steps of speech crafting: Brainstorm, Investigate, Map, Identify, Develop, and Organize. Participants will use the Brilliant Diamond Method of SpeechCrafting that guides the participant through selecting the type of speech, crafting its content and flow, and standing to delivery with passion and authenticity. Participants will practice speaking and the final project will be to craft, polish, and deliver a Brilliant Diamond Speech.

### **Inner Game of Public Speaking Workshops**

Most public speaking programs put their entire focus on the “outer game” - that is the techniques that help participants look good as a speaker. In this program, participants will practice the most effective outer games techniques while concentrating on exercises that build trust and confidence to make participants comfortable with the experience of public speaking. The participants will learn how to become comfortable, credible, and charismatic whenever they speak in front of an audience. Modern business hire employees that can be creative, authentic, and take risks in public. The participants will learn how.



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## Advanced Entrepreneurial Skills Programs

### Business Plan Writing

Participants will learn what is a business plan, why and when to use one, and how to create it. Participants will examine their enterprise ideas in teams and use business simulation to learn about entrepreneurship through experiential learning. Each participant will complete a business plan at the end of the program.

### Business Simulation Seminar

The business simulation begins as a start-up manufacturing firm in a developing country. Following the initial funding within the guidelines of the country, the participants will organize a management team and make decisions including market research, pricing, marketing management, production, inventory, employment, employee training, and financial decisions. The simulation has management dilemmas for the team to solve and will introduce participants to business practices in which:

- Each decision is compared to one a real business.
- Participants manage growth and product identity in an industry.
- Participants learn market research and its application.
- Participants experience business ups and downs and passion for their firm during the class.