

Improving your communication skills may be the single most important step you can take in your career. You can have the greatest ideas in the world, but they're no good to your company or your career if you can't express them clearly and persuasively. Some jobs, such as sales and customer support, are primarily about communicating. In fields such as engineering or finance, you often need to share complex ideas with executives, customers, and colleagues, and your ability to connect with people outside your field can be as important as your technical expertise. If you have the entrepreneurial urge, you will need to communicate with a wide range of audiences, from investors, bankers, and government regulators to employees, customers, and business partners. As you take on leadership and management roles, communication becomes even more important. The higher you rise in an organization, the less time you will spend using the technical skills of your particular profession and the more time you will spend communicating. Top executives spend most of their time communicating, and businesspeople who can't communicate well don't stand much chance of reaching the top. Many employers express frustration at the poor communication skills of many employees—particularly recent college graduates who haven't communicated to a professional business environment. If you learn to write well, speak well, listen well, and recognize the appropriate way to communicate in any situation, you'll have a major advantage that will serve you throughout your career. If you haven't yet learned how to adapt, this course teaches you how to send and receive information more effectively and helps you improve your communication skills through practice in an environment that provides honest, constructive criticism. You will discover how to collaborate in teams, listen effectively, master nonverbal communication, and participate in productive meetings. You'll learn about communicating across cultural boundaries. You'll learn a three-step process