



NPO 009-577

Business communication for Library Assistants

Duration: 5 days

Aim: To equip the participants with the most essential skills and knowledge needed to communicate more effectively and efficiently in their organisation. The focus will be on the different communication styles equipping the participants with skills and knowledge needed to become more professional in their daily working routine.

Workshop outline: The following areas will be covered:

- Effective Communication skills:
 - Explain the communication process (both internally and externally)
 - Discuss barriers to effective communication
 - The role that body language plays in the communication process
 - Identify, understand and react to non-verbal communication signals
 - Learn why developing your communication skills is essential to your career
 - Understand why people miss-communicate and why you communicate with some better than others
 - Active listening techniques that will ensure that you hear what is actually being said
 - Know what you want to say and plan how to communicate it effectively
 - Acting appropriately – assertive body language
- What is customer service
- Define customer service in your organisation
- Identify who is your customer?
 - Focusing on both the internal and external customer
 - What the expectations are from all customers
 - Opportunities for developing innovative solutions for dealing with customers
- What is your role in customer service?
- Steps to follow when ensuring customer satisfaction



- Introduction of system to follow to effectively deal with customers and the steps that need to be followed
- Dealing with difficult situations:
 - Handling and dealing with criticism, unfairness or rude comments either personally or aimed at the organisation
 - Identifying different conflict situations
 - Dealing with conflict situations
 - Using the Z-Model to resolve conflict
- Ethical Behaviour:
 - What is meant by Ethical Behaviour?
 - Different ethical issues
 - Your organisation's Code of Ethics and Conduct
 - How to build ethical power
- Telephone Etiquette:
 - Professional answering and transferring etiquette
 - Keeping callers informed of reasons for delays
 - Taking messages
 - Discuss what is meant by non-disclosable information
 - Dealing with irate callers
 - Making external calls
 - Take responsibility for the calls that you answer
 - Go the extra-mile to serve customers and staff
 - Examples of telephone courtesies
- Tools and techniques for business writing in English as a second language
 - The aim of writing
 - Responding to relevant receivers promptly and testing whether they received it.
 - The use of language
 - tenses, tone, style
 - punctuation, spelling and vocabulary
 - Using words, sentences and paragraphs correctly
 - Using the HBDI technique
 - Focusing on facts, detail and objectives to get your message across effectively.
 - Creative writing
 - getting ideas
 - organising and editing ideas
 - Professional layout tips



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LIBRARY AND INFORMATION ASSOCIATION OF SOUTH AFRICA

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- Choosing the correct writing style for various contexts and readers.
- Identifying different writing styles.
- Identifying the reader's style and use initiative to "connect" with the reader.
- Structure and Formats
 - Business letters (formal and informal)
 - Facsimile
 - Memorandums
 - Reports (persuasive, informative and feedback reports)
- The importance of keeping copies on file / back-ups
- The importance of double-checking all documentation / correspondence before sending it out.
- E-mail Etiquette
- Receiving and sending mail
- Dealing with "junkmail"
- E-Mail Etiquette:
 - Receiving and sending mail
 - Professional layout tips
 - SMS language is a no-no
 - Using the subject line effectively
 - The concept of "privacy"
 - Greeting and Concluding.
 - Dealing with SPAM / junkmail

Customisation: Allowed to suit the needs of the library

For more information contact Annamarie Goosen on manager@liasa.org.za or 012 324 6096.