

Stony Brook University
**Corporate Education
& Training**
Vice President for Economic Development



Business Communications

How to speak and write effectively for business

Business can succeed or fail based on how people communicate. This seminar will cover the basic “do’s and don’ts” in writing e-mails, memos and reports. For the spoken word, we will discuss everything from telephone manners and tactics to presentation and conversation – with peers, customers, employees and the public.

Topics:

- ***Online etiquette***
- ***E-gear***
- ***Meetings***
- ***Team Dynamics***
- ***Techniques to help you be explicit and clear***
- ***Improving employee communications***

Please join us for an interactive half-day seminar in which you will learn tips and truths you can put to use immediately. Attendees should include business owners, CEOs, COOs, board members, managers, supervisors and anyone else who wants to improve their communication skills.

This four-hour seminar is conducted by Michael J. Reilly, President of Hally Enterprises, Inc. Mike is a former Reuters correspondent, editor, executive and head of external relations. A communications and marketing specialist, he has provided best practice support for Alcoa, Nexis-Lexis and dozens of other companies, large and small.

For a details, schedules and registration, visit: **www.sunysb.edu/sbucet**

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