



PrimeLearning.com™

An eLearning Curriculum Overview

PrimeCommunication™

Getting Your Message Across

Executive Summary

The PrimeCommunication™ curriculum offers a useful toolkit of practical communication techniques and job aids for today's busy professional. At the center of the PrimeLearning solution is world-class content. Our content partners are leading corporations, authors, academics, publishers and business experts.

Our Unique Approach

At PrimeLearning.com, we strive to improve the skill level of individuals within your organization, as well as the business performance of your entire organization. That aim forms the foundation of our instructional design philosophy.

Objectives are at the very core of all PrimeLearning.com courses. Each course topic focuses on the accomplishment of specific performance objectives and the development of valuable new skills. The PrimeCommunication curriculum is both practical and relevant, using examples and case studies to present real-world work situations. Content areas are comprehensive, and depth of coverage is an important characteristic of each course.

Our PrimePath™ capability uses an initial learner assessment to recommend an individualized learning path based on demonstrated competencies. The mastery module provides the learner with measurable and documented evidence of improvement.

PrimeLearning.com courses employ an unprecedented number and variety of interactions to stimulate learning. These interactions extend beyond simple knowledge recall to invoke high-level thinking and problem solving. Optional live virtual classes and collaborative events further enhance the total web-based learning experience.

To facilitate continuous learning and performance improvement, course participants have convenient access to job and performance support aids that summarize key steps, processes, and guidelines. Resources such as Internet links, recommended reading lists, glossaries and company specific documents enable learners to tap into a continually updated archive of quick reference and on-the-job support materials. Workplace exercises enable learners to apply their new skills within their work environment.



Four PrimeCommunication™ Courses Address Many Aspects of Business Communications to Effectively “Get Your Message Across”

Communicating Clearly

1. Write to be Understood
2. Speak to be Heard

Presenting Your Ideas

3. Plan For High Impact
4. Captivate Your Audience

The PrimeCommunication curriculum offers valuable insights and best practices for all levels of professionals who exchange information with colleagues and clients.

The *PrimeCommunication* courses leverage Internet technology to create an individualized and highly interactive learning environment. From presenting concepts, to detailing processes, to depicting relevant scenarios, to testing learner understanding, this entire curriculum engages professionals in a top-down roll-out of proven techniques. Each web-based course is broken down into multiple topics, enabling the learner to focus easily on areas where improved proficiency is required. Supplemental virtual classroom sessions can incorporate a live-instruction component, while job aids, workplace exercises, topical links, and other resources round out the learning experience.

The PrimeCommunication™ Curriculum

Communicating Clearly (PC0011)

Duration: 6-7 hours
Prerequisites: None
Courses: Write To Be Understood, Speak To Be Heard

Ensuring that your written or verbal message is understood as you intended is often a challenging experience. This module introduces several techniques for enhancing your communication skills and style by focusing on audience identification and message clarity.

Presenting Your Ideas (PC0012)

Duration: 6-7 hours
Prerequisites: None
Courses: Plan For High Impact, Captivate Your Audience

Delivering your message to others – whether a large or small group - can be nerve-wracking. This module provides several tips and techniques to help you organize and present your ideas effectively. Appealing visual aids and other effective techniques are described to help you create a dynamic delivery style.



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