

Frequently Asked Questions

Course Title: Communicating Strategically

Course #: 4320

Duration: 2 Days

Delivery Method: Instructor-led live classroom

Alternative Delivery Methods: Instructor-led online (synchronous)

1. What business or organizational need does this course address?

Learn to strategically tailor messages to different audiences in ways that strengthen professional relationships and promote workplace engagement. Maximize the impact of your communication through intention and planning to ensure messages are aligned with organizational and personal goals.

2. Who should attend?

This course is designed for people with roles that require strategic communication or for those who aspire to these roles.

3. What will I learn how to do in this course?

- Assess key principles of strategic communication
- Use strategic communication to lead organizational change
- Use strategic communication to influence others in the organization
- Develop a strategic communication plan

4. What kinds of activities are included in this course?

Individual, small-group, and large-group exercises; lecture; discussion

5. Are there prerequisites for this course?

Suggested:

- [Interpersonal Skills: Developing Effective Relationships](#)
- [From Tactical to Strategic Thinking](#)

6. Do I have to complete any prework for the course?

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There is no prework required for this course.

7. Is this course applicable toward a professional certification?

No, this course is not applicable toward a professional certification. However, many Management Concepts courses do prepare you for professional certification programs. Click [here](#) to see a full list of professional certification programs that are supported by Management Concepts training courses.

8. Does this course count for credit toward a Management Concepts Certificate Program?

This is a core course in the following program(s):

- [Leadership for Contracting Professionals](#)

This is an elective course in the following program(s):

- [Business Analysis and Requirements Management Master Track](#)
- [Leadership Certificate Program](#)
- [Enterprise Risk Management](#)
- [Internal Control](#)
- [Project Management Master Track](#)
- [Human Capital Certificate Program](#)
- [Agile in Government Master Track](#)
- [Program Management Certificate Program](#)

9. What credits do I earn by completing this course?

The following credits are available for this course:

NASBA CPEs: 16

NASBA Field of Study: Communications and Marketing

NASBA Level: Intermediate

CEUs: 1.3

PDU: 14

CLPs: 16

10. What course(s) do you recommend after I complete this course?

- [Diplomatically Savvy Leadership](#)
- [Critical Thinking for Problem Solving](#)

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- [Unleashing the Power of Innovation](#)
- [Briefing and Presentation Skills](#)
- [Influencing Skills](#)
- [Leading Organizational Change](#)

11. What are Additional Features?

Most courses and training solutions have **Additional Features** designed to help every learner master and retain the concepts explored in the course. You can see which Additional Features are added to this course on the course page under the **Learning Objectives & Additional Features** tab – and for a more detailed exploration of our Additional Features, you can visit [this web page](#).

12. What's in it for me?

This course uses engaging discussions and applicable exercises to help leaders think, act, and communicate more strategically. The goal is to promote efficacy back on the job, allowing leaders to expand their influence and impact throughout the organization.