

Communication

# AI-Powered Business Communications

Empower Your Business Communication with Generative AI

**S\$950** / 2 Days

Delivery  
In-Person

Level  
Basic to Intermediate



## About the Course

This foundational program is designed for individuals aspiring to become an effective communicator so you can stand out and make an impact in the workplace and in your industry.

Imagine:

- **Crafting messages that resonate deeply with your audience**, using not just your words but also with the power of AI to augment your natural communication style or company brand voice.
- **Mastering the fundamentals of Generative AI tools** such as ChatGPT to create, draft, and refine your messages for clarity, impact, and engagement.
- **Employing advanced communication strategies** to negotiate, persuade, and connect with your audience more effectively in any business setting.
- **Enhancing your project plans, presentations, emails, reports, and daily communications** with insights and tools that make your messages more compelling and understandable.

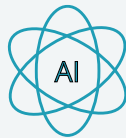
## 3 Takeaways



Learn and apply the fundamentals of effective business communication.



Learn the fundamentals and best practices of the latest Gen AI tools.



Enhance your business communications outcomes by applying Gen AI techniques.

Who is this course for?

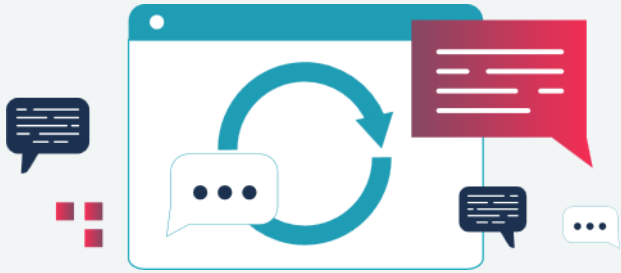
**Business professionals and entrepreneurs who seek to upskill themselves in business communications.**

You'll learn:

- ✓ Core principles of effective communication
- ✓ Fundamentals of Generative AI tools
- ✓ Techniques to integrate Generative AI into your daily communication processes,
- ✓ Strategies to engage and persuade different audiences
- ✓ Practical exercises and real-world applications

# Day 1

Here's what you get to learn in this course



Fundamentals of Effective Communication for Business

Introduction to Generative AI Tools

## Topic 1

### Fundamentals of Effective Communication for Business

Communication is the cornerstone of successful interactions, yet it's often laden with challenges and misconceptions. This module delves into the core principles of effective communication, emphasizing clarity, empathy, and active listening. We'll explore how to ensure your message is not just heard but understood and acted upon.

- Understand and apply the key principles of clear and effective communication in the workplace.
- Identify and overcome common barriers to effective communication by gathering data, understanding audiences, and crafting impactful messages.

## Topic 2

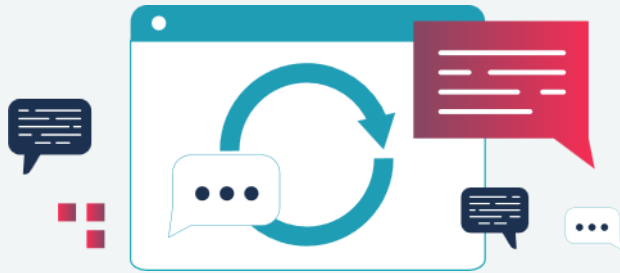
### Introduction to Generative AI Tools

Generative AI is revolutionizing the way we think about and approach communication. This session provides an overview of Generative AI tools such as ChatGPT, Google Gemini, and others, and their applications in enhancing communication skills. Learn how these tools can assist in refining any message and making your communication efforts more efficient and effective.

- Gain a foundational understanding of Generative AI tools and their capabilities in the context of business communication.
- Learn how to leverage AI for drafting, editing, and refining written communications, from emails to reports to social media posts.
- Discover strategies for integrating AI tools into your daily workflow to enhance clarity and engagement.

# Day 2

Here's what you get to learn in this course



Enhancing Business Communication Outcomes with AI

AI-Assisted Negotiations and Customer Relations

## Topic 1

### Enhancing Business Communication Outcomes with AI

This module focuses on advanced techniques to leverage AI in improving your communication outcomes. Explore how AI can augment your natural communication style, help craft persuasive messages, and adapt your tone of voice for different audiences. We'll also cover ethical considerations and best practices in using AI.

- Apply advanced Generative AI techniques to craft messages that resonate and persuade.
- Use AI to adapt your communication style for different audiences, enhancing clarity and engagement.
- Understand the ethical considerations in using AI for communication, ensuring authenticity and integrity in your messages.

## Topic 2

### AI-Assisted Negotiations and Customer Relations

This session explores the application of AI tools in real-world business scenarios such as negotiations with various business partners and interactions with unhappy customers. Participants will learn to use AI-enhanced strategies to effectively handle negotiations and resolve customer issues, ensuring clear, persuasive, and effective communication across different contexts.

- Learn how to drive effective negotiation with diverse business partners, tailoring communication strategies to different scenarios.
- Learn how to handle challenging customer interactions using AI, focusing on conflict resolution and customer satisfaction.
- Engage in practical exercises to apply AI communication techniques in simulated business negotiations and customer service scenarios.

Meet Our Trainer

# Ian YH Tan



“ Ian is a top-notch coach whose deep expertise in technology, communications and running businesses makes him a great teacher in his Generative AI workshop.

Yvonne Lim, E-commerce Business Leader

“ Mr Tan’s coaching was enlightening – he demonstrated creative ways to use Generative AI in the fields of marketing and communication

Dr Janice Wong, Corporate Communication

Ian YH Tan is a university lecturer, generative AI coach, and communications consultant.

His 22-year career has spanned across the media, consumer technology and gaming industries. He started out as a journalist and went on to become a global marketer and business leader. He is currently a lecturer of strategic communications at Nanyang Technological University.

At Lenovo, he led the Asia-Pacific gaming hardware division across 12 markets, driving the adoption of AI-capable computers. At Razer, he headed global business, overseeing 120 marketers across all business disciplines and was part of the team that achieved Razer’s US\$4B IPO in 2017. At Microsoft, he managed sales and business for the Xbox 360 gaming business in Singapore, and established the local business for Microsoft Surface computing devices. At Singapore Press Holdings, he was an award-winning journalist and photojournalist.

Ian has combined his expertise in technology, storytelling, art, and pedagogy to help people grow and learn using the power of words, visuals, and AI.

He has conducted over a dozen Generative AI workshops in 2023 and 2024 to large organizations like DBS Bank, Canon Asia, and IHH Group

# For More Information:

Find us at


Impres Training Pte Ltd.

8 Burn Road,  
#04-11/12, Trivex,  
Singapore 369977

Contact us at

 (+65) 6636 9772

 [mail@impresstraining.com](mailto:mail@impresstraining.com)

 (+65) 9850 9058

 [www.impresstraining.com](http://www.impresstraining.com)



Follow us on Instagram



Like us on Facebook



Watch us on YouTube

