Effective Communication:
Is Your Instruction Clear Enough?

Is your instruction always misheard by others?
How do you convey your message effectively?
Can others comprehend the meaning of messages that you would like to deliver?

Introduction

Effective communication is about getting your message across. Specifically, it involves capturing your audience's attention, ensuring your audience understands the idea you are trying to convey and encouraging your audience to do something with that information, such as remembering it, applying it, or providing feedback. A message is not just information; rather, it is the interpretation of the information. It says what the information means for the audience. It is to inform what conclusions are to results. If the information is the answer to the question *What?* (as in "What did you find in your research?"), then the message is the answer to the question *So what?* (as in "What do your findings mean to your audience?"). Effective communication, therefore, is centred on the audience: It is audience-friendly, just as effective software is user-friendly. In your communication, focus on what your audience needs or wants to learn, not on what you feel like telling them. Strive to see things from their perspective. Keep in mind all the potential members of your audience (at least those who matter for your purpose), not just those who have expertise or interests similar to your own.

Program Objectives

This program aims to:
*   Describe and illustrate those components of the instructional craft; these are of particular use to those who teach critical skills to others.
*   Shape instructional, informational directly for those who teach others to perform job-related tasks – to speak in plain language whenever possible.
*   Define terms when it is not, and to offer concrete examples to illustrate the procedures being described

Learning Outcomes

After completing this program, participants should be able to:
*   Develop effective message across
*   Deploy instructions clearly to the respective receivers

Who should attend?

First-line management, middle management, and anyone who would like to master their skills when giving instruction

Methodology

Case studies, forum discussion, role-play, presentations, gamification

Program Outline

Time	Day One
9.00am– 10.30am	**The Strategy of Instructional Development** In this module, the participants would learn the instruction components and performance analysis. The participants would understand the factors that influence the instruction given when performing a task.
10.30am-11.00am	**Break and Networking**
11.00am-1.00pm	**Fundamental of Instruction Formulation** The participants start to understand the requirement of giving instruction. Hence, the participants would learn task analysis and goal analysis. By understanding the analysis, the participants would be able to design better instruction.
1.00pm-2.00pm	**Lunch Break and Networking**
2.00pm-3.30pm	**Instructional Design Process** In this module, the participant would learn how to analyse requirements, identify the objective, develop a design, create a storyboard, and develop measurable outcomes.
3.30pm-4.00pm	**Break and Networking**
4.00pm-5.00pm	**Instruction Linguistic Programming** In this module, the participants would be aware of the target population description. The participants would understand the word choice, the language mastery level of understanding the language used while giving instruction.

Time	Day Two

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9.00am– 10.30am	**Skills Hierarchies in Instruction Design** In this module, the participants would apply the 5 levels of hierarchy of skills in instruction formulation. The instruction that is given must clearly describe the level of skills so that they can perform and follow the instruction. First, the instruction could be used to acquire basic knowledge, motivation of use of knowledge, purposeful use of knowledge, creative use of skills to solve problems or to create new knowledge, skills, products, service and leadership.
10.30am-11.00am	**Break and Networking**
11.00am-1.00pm	**Instruction and Action** In this module, the participants would conduct the criterion-referenced tests, relevant practice and the content derivation. The participants would understand the impact of the clarity of the instruction when delivery to different employees.
1.00pm-2.00pm	**Lunch Break and Networking**
2.00pm-3.30pm	**Compassion in Instruction Giving** In this module, the participants would learn behavioural intelligence in instruction giving. The elements of attitudes and behaviour and nonverbal communication would be considered in this module.
3.30pm-4.00pm	**Break and Networking**
4.00pm-5.00pm	**Leveraging Industrial Revolution in Instruction Giving** In this module, the participants would learn the application of technology to provide more efficient and more effective instruction. The hand-on practical session is conducted to ensure the participants know how to give an impactful instruction.

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