



# Communicating Strategically HF393S (4320)

<b>HPE course number</b>	HF393S
<b>Course length</b>	2 days
<b>Delivery mode</b>	ILT
<b>View schedule, local pricing, and register</b>	<a href="#">View now</a>
<b>View related courses</b>	<a href="#">View now</a>

This course is designed to assist individuals in communicating more effectively with others using targeted strategic-thinking practices, which include thinking conceptually, imaginatively, systematically, and opportunistically in light of current and future circumstances. Through interactive activities, participants will be able to think through the context in which a strategically focused message is disseminated, highlight the ways in which these practices can be used to influence others through a variety of communication channels, and develop the skills to look beyond what is evident to them. By exploring the desired outcome, audience, channel, and design of a communication, participants will learn how to design and deliver effective, strategically focused messages that are applicable to their own workplace situations. Additionally, participants will ascertain how context influences each of these components in turn, thereby strengthening their overall intended message.

## Why HPE Education Services?

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## Course objectives

- Consider the context of a strategically focused message
- Define the desired outcome of a strategically focused message
- Apply knowledge of the intended audience to create a strategically focused message
- Choose the appropriate channels for effective delivery and receipt of a strategically focused message
- Design a strategically focused message that is comprehensible, credible, and relevant to a target audience
- Demonstrate the ability to apply strategic thinking and communication approaches to new situations

\*Realize Technology Value with Training, IDC Infographic 2037, Sponsored by HPE, January 2016

## Detailed course outline

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<b>Module 1: Communicating with a big picture view</b>	<ul style="list-style-type: none"><li>• Workplace communication fundamentals</li><li>• Understanding the power of strategic thinking</li><li>• Communicating strategically</li></ul>
<b>Module 2: Achieving the desired outcome</b>	<ul style="list-style-type: none"><li>• Thinking about outcomes</li><li>• Considering context when determining your desired outcome</li></ul>
<b>Module 3: Understanding your audience</b>	<ul style="list-style-type: none"><li>• Who is your target audience?</li><li>• Considering context when identifying your audience</li></ul>
<b>Module 4: Choosing your channel</b>	<ul style="list-style-type: none"><li>• Communication channels</li><li>• Determining your communication channel</li><li>• Considering context when determining your communication channel</li></ul>
<b>Module 5: Designing your message</b>	<ul style="list-style-type: none"><li>• Getting your message across</li></ul>
<b>Module 6: Communicating strategically in practice</b>	<ul style="list-style-type: none"><li>• Applying the skills of an effective communicator</li></ul>

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