

HUMBER **PRO**



Professional Communication Micro-credential



HUMBER

Continuous Professional Learning



**Earn
Your
Badge.**

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Professional Communication

The Professional Communication Micro-credential equips learners with a toolbox of effective digital communication strategies and practices that create efficiency and build trust in the workplace. Participants learn to be “conscious communicators” by understanding their audience, choosing the right channel for a message, writing with clarity, reading carefully, meeting with purpose, and making space for differences.



Competency Achieved

The learner will receive a digital badge upon successful course completion, and be able to communicate with intention and effectiveness when using common workplace mediums.

Key Topics and Skills

Module 1: Powerful Presentations

- Develop a structured story for a particular audience and purpose
- Demonstrate consistent and considered basic visual literacy
- Deliver a 5-10 minute oral presentation with clarity and pacing

Module 2: Effective Email and Chat Messages

- Choose the appropriate medium for a message
- Consider who needs to be included and in which category (to, cc, bcc)
- Create a clear subject line
- Use appropriate language, tone and signature for intended audience
- Apply basic visual literacy skills to create a scannable message
- Use if/then statement(s) to provide clarity on next steps

Module 3: Productive Meetings

- Convey a clear purpose for gathering
- Develop an agenda that realizes the meeting’s goal(s)
- Communicate attendee roles and responsibilities

Module 4: Inclusive Communication

- Demonstrate awareness of diversity and inclusion through intentional selection of imagery and wording
- Plan opportunities for inclusive participation in presentations, emails and meetings
- Adjust digital body language to communicate across differences in gender, generation, and culture

Put Humber *Pro*'s Strength to Work for You

Humber *Pro* is professional learning at its best. Aimed at bridging skill gaps and empowering learners within organizations, Humber *Pro* focuses on the specific competencies that are essential for today's competitive landscape. The Workplace Essentials suite of micro-credentials is designed to be concise and up-to-date, enabling employees to efficiently acquire the expertise they need.

Humber *Pro* provides employees with the confidence and know-how to excel in their role, contributing to improved team performance and thus ensuring that their workforce is equipped with the right skills to drive success. Companies can make informed decisions, adapt to changes quickly, and achieve their goals faster and smarter than their competitors.

Many of North America's most successful companies have recognized the value of Humber *Pro*. By investing in ongoing professional development, these organizations enhance the capacity and value of their workforce, positioning themselves for long-term success in the ever changing and dynamic business landscape.

Custom Programming

All of the Humber *Pro* modules can be customized to include industry specific examples, topics and criteria such that case studies and curriculum aligns with organizational strategic initiatives. While the standard Humber *Pro* offering is four modules, over four weeks, delivery is flexible and can be condensed based on your team's needs. Programs can be delivered in-person at Humber's training centre or on client-site at your convenience.

Understanding Micro-credentials

Micro-credentials certify an individual's ongoing achievements in a flexible, fast and affordable format. They allow skills and competencies to be verified through a distinct set of criteria (expertise, skills, achievements or other qualities) that have a direct impact on the perceived quality and value of the MC for both the Earner (learner) and the Consumer (employer).

Micro-credentials are designed to help organizations recognize and integrate critical skill sets into their workforce while supporting the pursuit of individual career goals in a stackable, portable and customizable way.

About Continuous Professional Learning

At Humber College's Continuous Professional Learning, we offer an educational experience for professionals looking to upskill, reskill or build a foundation for a new career. We support organizations looking to achieve strategic goals by empowering employees with enhanced knowledge and skills. With more than 500 courses, Continuous Professional Learning provides industry-recognized learning from qualified facilitators to develop skills that lead to excellence in the workplace.