

CPA's "Four Rs" of Communicating: Talking, Listening, Writing and Presenting



Everyone has heard of the three Rs: Reading, 'Riting and 'Rithmetic. This course highlights the CPA's "four Rs," which are key to your success in communicating. A recent survey shows that at least six hours of every 40-hour week are wasted due to poor communication between staff and managers. Of all communication, 70% to 90% is misunderstood. As a manager or business owner with a seemingly endless number of projects, you can't afford that much error. This course was written specifically for CPAs who are managers/owners in industry or public practice to address your unique communication challenges. The techniques are practical and relevant with activities and discussion to share best practices.

OBJECTIVES

Upon completion of this course, participants will be able to:

- Save company/firm money by avoiding costly errors/misunderstandings
- Avoid conflict and build stronger relationships with staff
- Get more done by more effectively speaking, listening and writing
- Convey a professional image by getting your point across to small groups

HIGHLIGHTS

- Discover the four listening traps and how to overcome them
- Learn how to resolve conflict by understanding the other perspective
- Recognize the #1 key to avoiding conflict
- Discover specific solutions for avoiding costly misunderstandings
- Learn five methods to sound more professional and positive to staff
- Create a credible image by avoiding three credibility-robbers
- Learn techniques for presenting to small groups (staff meetings, audit committees, client presentations)
- Recognize the impact of writing and how it reflects on your company/firm
- Learn specific steps to write more clearly and concisely
- Create a positive image by writing professional-sounding documents in less time

WHO WILL BENEFIT

- CPAs who are managers in industry or public practice

LEVEL

Intermediate

CPE CREDIT

Classroom: 8

Now accepted for CMA and CFM continuing education credit.

NASBA FIELD OF STUDY

Communications: 8

PREREQUISITE

Management experience in industry or public practice

PRODUCT ORDERING INFORMATION

Public Seminar: TLWP

On-Site Training: TLWP

(For self-study ordering information and recommended credit, visit www.cpa2biz.com/cpe)

Available in a 4-hour version.
See page MC-19.

For information regarding on-site training, e-mail aicpalearning@aicpa.org, call **1-800-634-6780 (Option 1)**, or visit www.aicpalearning.org.