



Consulting and Training | Reach New Heights

Course Name

# Effective Communication: Writing, Design and Presentation Specialization

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Sector Name

Interpersonal Skills and Self Development

Document Type

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## Effective Communication: Writing, Design and Presentation Specialization

### Course Introduction

Communicating effectively is one of the most powerful skills for achieving objectives, giving anyone the needed tools and insights to communicate perfectly with everyone on the team. This training Program will help all participants to develop the required skills to develop the ability to clarify messages to create a united vision that contributes to enhancing the chances of achieving the desired team goals.

### The communication skills

The communication skills covered in this training course will help increase participants' ability to become better at active listening, receiving, and giving effective feedback, dealing with different and diverse cultures, dealing with several communication challenges, such as email and other virtual communication, and managing conflicts perfectly, in order to improve the quality of relationships and productivity. This training course is also designed to provide participants with the advanced tools to start developing presentations skill and public speaking. It will open the door for participants to understand the presentation as a journey that they need to learn some essential skills to go through it.

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## Effective Communication: Writing, Design and Presentation Specialization

### Target Audience

Every professional who is looking to improve his/her ability to communicate effectively enhances their chances of improving their career in an integrated manner.

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### Learning Objectives

- ✓ Apply the skills necessary for communicating in an effective manner.
- ✓ Improve Verbal and non-verbal Communication skills.
- ✓ Demonstrate the ability to communicate across cultures.
- ✓ Employ techniques for listening actively and empathically.
- ✓ Manage interpersonal conflict.
- ✓ Handle feedback and criticism constructively.
- ✓ Master dealing with several virtual communication challenges.
- ✓ Establish self-confidence in presenting and delivering a public speech
- ✓ Use technology to design effective visual materials
- ✓ Review the planning tips for a presentation
- ✓ Learn and utilize different visual aids
- ✓ Manage nerves while delivering
- ✓ Identify and apply the best delivery methods
- ✓ Focus on how to sell an idea

## Effective Communication: Writing, Design and Presentation Specialization

### Course Outline

#### ✓ 01 Day One

##### **Effective Communication**

- ✓ Introduction to effective communication.
- ✓ Communication levels and functions.
- ✓ Elements of the communication process
- ✓ Communication delivery aspects
- ✓ The 4 principles of interpersonal communication
- ✓ Verbal and Nonverbal Communication
- ✓ Proven tools and techniques to improve verbal and nonverbal communication

##### **Active Listening**

- ✓ Introduction to Active Listening.
- ✓ Active versus passive listening.
- ✓ How to improve active listening skills?
- ✓ Effective listening and paraphrasing techniques.
- ✓ Common listening issues.
- ✓ Assessing personal listening profiles.

##### **Written Business Communication:**

- ✓ Differences between written and spoken communication and their implications

- ✓ General standards for using written business correspondence
- ✓ Written Communication Styles:
  - ✓ Business letters
  - ✓ Professional agendas and minutes
  - ✓ Instructions and guidelines
  - ✓ Proposals
  - ✓ Reports
  - ✓ Workshop

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### Course Outline

#### ✓ 02 Day Two

##### **Virtual Communication**

- ✓ Communication in the COVID-19 Era.
- ✓ Major Differences between communication in person and virtually.
- ✓ Virtual communication etiquette.
- ✓ Types of Virtual communication:
- ✓ Write a professional business email.
- ✓ Messaging Apps.
- ✓ Video conferencing Apps.
- ✓ Prepare attractive presentations
- ✓ Virtual Communication Common Mistakes.

##### **Communication Behavior and Conflict Management**

- ✓ Assertive, passive, and aggressive behaviors.
- ✓ Verbal and non-verbal components of communication behaviors.
- ✓ Conflict Management Strategies.
- ✓ Types of conflicts
- ✓ Sources of conflicts

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### Course Outline

#### ✓ 03 Day Three

##### **Constructive Feedback and Criticism**

- ✓ The value of feedback
- ✓ Positive versus negative feedback
- ✓ Giving constructive criticism

##### **Organizing Your Thoughts and Gaining Confidence**

- ✓ Identifying your personal USP (Unique Presentation Style)
- ✓ Clarifying purpose and choosing an appropriate structure and strategy
- ✓ Ice-breakers, warming up, and reading the audience
- ✓ Overcomes nervousness and looks and feels confident
- ✓ Adapting the right mental attitude to present powerfully
- ✓ Learning how to formulate and structure topics using mind mapping

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### Course Outline

#### ✓ 04 Day Four

##### **Looking, Sounding, and Acting as a Professional Presenter**

- ✓ How to become comfortable in front of the group and the camera
- ✓ The 7 essential areas of voice control
- ✓ The 3 essential ingredients of a professional, powerful presentation
- ✓ How to make a persuasive speech

##### **Using Technology to Maximize Impact**

- ✓ Design beautiful and compelling PowerPoint presentations
- ✓ Present complex data using graphs and visuals
- ✓ Create and add video clips to your PowerPoint presentations
- ✓ Working with different room layouts and handling microphones
- ✓ Different tools to add diversity and interest to engage an audience

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#### ✓ 05 Day Five

##### **The Techniques and Tools of a Master Presenter**

- ✓ Communicating concepts quickly
- ✓ Using analogies and drawing on memorable images
- ✓ The art of storytelling and storyboarding
- ✓ Creating an interactive, question-friendly atmosphere
- ✓ Overcoming shyness or arrogance in speaking through emotional intelligence
- ✓ Preparing for questions and handling difficult or tricky questions
- ✓ Handling resistance, setbacks, and criticism
- ✓ Finding your authentic voice as a presenter
- ✓ Gaining confidence as a communicator and going off-script
- ✓ Increasing your authority and credibility as an expert in your field
- ✓ Making the audience feel good about themselves and you
- ✓ Engaging the right and left brains, the heads, and the hearts of your audience

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## Effective Communication: Writing, Design and Presentation Specialization

### Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 8, 2026	June 12, 2026	5 days	4250.00 \$	UAE , Dubai
July 13, 2026	July 17, 2026	5 days	4950.00 \$	England , London
Jan. 4, 2027	Jan. 8, 2027	5 days	4250.00 \$	UAE , Dubai
April 5, 2027	April 9, 2027	5 days	4950.00 \$	Spain , Madrid

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