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**Course Name**

# Sharpen Your Communication Skills Workshop

**Sector Name**

Interpersonal Skills and Self Development

**Document Type**

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## Sharpen Your Communication Skills Workshop

# Course Introduction

In today's interconnected world, effective communication is the cornerstone of success. Whether you are navigating relationships, crafting compelling messages, or influencing others, your ability to communicate with impact is paramount.

This training program is designed to sharpen participants' communication acumen through developing their communication and building relationship abilities, and lead them to master business writing skills, plus empowering their influencing talent in a comprehensive way.

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# Target Audience

✓ Mid-Level Managers.
✓ Sales and Marketing Teams.
✓ Sales Representatives.
✓ Marketing Professionals.
✓ Customer Service Representatives.
✓ Frontline Staff.
✓ Human Resources Personnel.
✓ HR Managers.
✓ Entrepreneurs and Small Business Owners.
✓ Executive Personal Secretaries.
✓ Personal Secretaries.
✓ Executive Assistants.

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# Learning Objectives

- ✓ Understand the impact of context in communication and relationship building.
- ✓ Grasp the significance of trust in establishing thriving relationships.
- ✓ Identify and actively pursue relationship prospects that contribute value and yield results.
- ✓ Cultivate, oversee, and foster relationships, transitioning from transactional to transformational.
- ✓ Obtain the skills to express ideas and opinions effectively through the written word.
- ✓ Write business correspondence and communications with clarity and succinctness.
- ✓ Create impact in written communications and gain credibility within the organization.
- ✓ Identify how to analyse, summarize, and explain complex topics.
- ✓ Master: Responding to complex situations through writing.
- ✓ Write effectively and persuasively to incite the required action.
- ✓ Differentiate between influence, persuasion, power, and manipulation
- ✓ Identify behaviors and characteristics of effective influencers.
- ✓ Identify and apply a range of strategies and techniques. and styles for influencing.

✓ Understand how to convince and ensure uptake coming soon

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## Course Outline

### ✓ 01 Day One

**Navigating Relationships and Enhancing Communication**

- ✓ Identifying the essential components of communication.
- ✓ Exploring the significance of relationships and trust.
- ✓ Expanding perspectives beyond individual interests.
- ✓ Contrasting positive relationships with coerced connections.
- ✓ The Johari Window: A tool for understanding relationships.
- ✓ The Botari Box: An approach to effective communication.
- ✓ Case studies.

**Advanced Communication Techniques:**

- ✓ Relationship building and the impact of the environment on behaviours.
- ✓ Communicating with different personalities.
- ✓ The power of questions and how to structure these for impact.
- ✓ Advanced Active Listening techniques.
- ✓ Reading Non-verbal communication/body language.
- ✓ Overcoming objections and negative phrases.
- ✓ Embracing feedback and diverse perspectives
- ✓ Cultivating relationships as an investment
- ✓ Transitioning from transactional to transformational connections
- ✓ How to nurture positive relationships?
- ✓ Cultivating workplace rapport.
- ✓ How to communicate through behavior?

- ✓ How to cooperate effectively with others?
- ✓ Importance of sharing and relaying knowledge.
- ✓ Practical Application.

**Connecting on an Emotional Level:**

- ✓ Meeting stakeholders' expectations
- ✓ Crafting compelling messages that resonate emotionally
- ✓ Adapting messages to align with stakeholders' preferences and needs

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# Course Outline

## ✓ 02 Day Two

**Mastering Business Writing Techniques:**

- ✓ Introduction: Why does everyone need to boost their business writing skills?
- ✓ The Art of Punctuation - the traffic signals of language: tells us to slow down, notice this, take a detour, or stop.
- ✓ A top-down approach to improving text – edit like a reader.
- ✓ Effective transitions – holding the flow of thought.
- ✓ Tips to maximize impact.
- ✓ Polishing the words – poppycock and commonly-confused words.
- ✓ Polishing your grammar and punctuation – common mistakes and things that make some people go mad.
- ✓ Spelling – using the tools.
- ✓ Infinitives.
- ✓ Proofing your work – tricks to help you see what's really there.
- ✓ Practical tips to avoid overused business words, replacing them with language that creates rich variety for our audiences.

**Developing Advanced Proficiency:**

- ✓ 12 golden rules for successful writing that ensure people read what we write.
- ✓ How to analyse complex topics?
- ✓ The art of summarizing and explaining complex topics.
- ✓ Inspiring, Influencing & Persuading through Storytelling: how to narrate experiences with enough detail and feeling so our audiences are engaged.

- ✓ Newsworthy writing for external audiences that will grab interest and keep people reading to the end.
- ✓ Accurate proofreading that picks up errors, confusion, and potentially embarrassing mistakes.

**Writing Practical Applications:**

- ✓ Email Etiquette: tips and tricks.
- ✓ How to master writing for an online audience?
- ✓ Impactful Presentations: presenting messages clearly so audiences participate positively and remember our key points.
- ✓ Writing speeches that grab attention: motivating and persuading audiences when developing and delivering both informal talks and more formal speeches.
- ✓ Gold standard letter writing for business: how to structure letters so our recipients read, understand, and act on what they read.
- ✓ Powerful Reports and Briefing papers.

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## ✓ 03 Day Three

**Writing Powerfully and Persuasively for Any Situation**

- ✓ Put yourself in your audience's shoes.
- ✓ Use a critical eye to make sure you're presenting your ideas logically.
- ✓ High-impact wording.
- ✓ Document presentation & flow.
- ✓ Building rapport with your audience.
- ✓ Managing expectations: responding to bad news.
- ✓ Effectively handling difficult individuals.
- ✓ How to ensure uptake?

**Introduction to Influence and Persuasion:**

- ✓ What is influence and persuasion?
- ✓ When do we influence?
- ✓ How does your behaviour impacts on your chances of success when trying to influence others?
- ✓ Understand the power of creating a strong personal effect to confidently influence people.

**Master influencing others:**

- ✓ How the mind works: Psychological influence.
- ✓ The motivation factors of influence.
- ✓ Nudge theory: is this the answer?

✓ Cialdini’s Model is used to influence universally.

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## Confirmed Sessions

| FROM | TO | DURATION | FEES | LOCATION |
|---|---|---|---|---|
| Nov. 16, 2026 | Nov. 18, 2026 | 3 days | 3950.00 $ | Indonesia , Jakarta |
| Jan. 24, 2027 | Jan. 26, 2027 | 3 days | 3250.00 $ | KSA , Jeddah |
| April 26, 2027 | April 28, 2027 | 3 days | 3250.00 $ | UAE , Dubai |
| Sept. 20, 2027 | Sept. 22, 2027 | 3 days | 3250.00 $ | UAE , Dubai |

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