



Consulting and Training | Reach New Heights

Course Name

Business & Communication Management Masterclass

Sector Name

Interpersonal Skills and Self Development

Document Type

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Business & Communication Management Masterclass

Course Introduction

The Business & Communication Management Masterclass is designed to help professionals develop advanced communication and management skills required for modern business environments. Effective communication plays a vital role in leadership, team collaboration, decision-making, and organizational success.

This course focuses on business communication strategies, leadership communication, stakeholder engagement, and workplace communication management. Participants will learn how to communicate clearly, influence stakeholders, manage professional relationships, and strengthen collaboration within teams.

Through practical insights and strategic communication techniques, the Business & Communication Management Masterclass helps professionals improve workplace communication, enhance leadership effectiveness, and support organizational performance. This course is ideal for business managers, team leaders, executives, and professionals seeking to improve communication and management capabilities in corporate environments

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Target Audience

- ✓ Senior managers, department heads, and executives.
- ✓ Business leaders are responsible for driving organizational communication and engagement.
- ✓ Professionals in roles requiring high-level interaction with clients, partners, or regulators.
- ✓ Team leaders and project managers handling multicultural and cross-functional teams.
- ✓ Communication, PR, and HR professionals seeking to refine advanced strategic communication skills.
- ✓ Anyone aspiring to strengthen their influence, executive presence, and leadership communication capability.

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Learning Objectives

- ✓ Develop a strategic communication mindset, aligning messages with organizational goals and stakeholder expectations.
- ✓ Master executive-level business communication skills: persuasive writing, impactful presentations, and effective briefing.
- ✓ Apply emotional intelligence (EQ) and intercultural awareness to adapt communication styles across diverse teams and global stakeholders.
- ✓ Enhance executive presence and credibility through advanced verbal, non-verbal, and digital communication.
- ✓ Employ structured storytelling techniques to influence, inspire, and mobilize teams and stakeholders.
- ✓ Design and deliver high-impact business presentations that simplify complex data for decision-makers.
- ✓ Manage difficult conversations, conflicts, and negotiations with tact, clarity, and authority.
- ✓ Utilize digital communication platforms effectively while maintaining professionalism and organizational consistency.
- ✓ Strengthen communication strategies during organizational change, crises, and uncertainty.
- ✓ Build sustainable communication frameworks that support leadership effectiveness and organizational growth.

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Course Outline

✓ DAY 01

Strategic Business Communication Framework

- ✓ The evolving role of communication in modern organizations.
- ✓ Communication as a leadership and business performance tool.
- ✓ Strategic alignment: linking communication with organizational goals and KPIs.
- ✓ Models of advanced business communication (Shannon-Weaver, Stakeholder Theory, etc.).
- ✓ The psychology of influence: ethos, pathos, logos.
- ✓ Mapping stakeholders and tailoring messages accordingly.
- ✓ Workshop: Creating a communication strategy for a business scenario.

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✓ Day 02

Executive Presence, Persuasion & Storytelling

- ✓ Executive presence: projecting confidence, authority, and credibility.
- ✓ Advanced verbal and non-verbal communication techniques.
- ✓ The art of persuasive communication: frameworks and tools.
- ✓ Storytelling as a leadership tool: structure, emotion, and delivery.
- ✓ Using stories to inspire, influence, and drive action.
- ✓ Crafting messages for executives and boards: clarity and conciseness.
- ✓ Practical exercise: Delivering a leadership story to influence organizational change.

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Course Outline

✓ Day 03

Cross-Cultural & Digital Communication Mastery

- ✓ Understanding cultural dimensions in global business communication (Hofstede, Trompenaars models).
- ✓ Adapting communication style to multicultural teams and diverse stakeholders.
- ✓ Emotional intelligence in communication: building trust and rapport.
- ✓ Communicating across time zones, languages, and cultural norms.
- ✓ Digital communication etiquette for global business (email, video, instant messaging).
- ✓ Crisis communication in the digital era: speed vs. accuracy.
- ✓ Simulation: Managing a multicultural, remote stakeholder meeting.

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Course Outline

✓ Day 04

Conflict, Negotiation & Difficult Conversations

- ✓ Managing difficult conversations with empathy and authority.
- ✓ The dynamics of conflict in business communication.
- ✓ Negotiation strategies and influencing without authority.
- ✓ Assertiveness vs. aggressiveness: finding the balance.
- ✓ Coaching and feedback conversations that drive performance.
- ✓ Role plays: Conflict resolution in high-pressure business situations.
- ✓ Negotiation lab: Persuading resistant stakeholders.

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✓ Day 05

Communication for Change, Crisis & Future Leadership

- ✓ Communication during organizational change: strategies for alignment and buy-in.
- ✓ Leading through uncertainty and ambiguity: clarity and reassurance.
- ✓ Crisis communication framework: preparation, messaging, and recovery.
- ✓ Communication metrics: measuring the impact of communication strategies.
- ✓ The future of business communication: AI, digital transformation, and hybrid workplaces.
- ✓ Capstone Project: Participants design and deliver a communication plan for a high-impact business case (board presentation, crisis briefing, or change initiative).
- ✓ Feedback, reflection, and action planning.

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Nov. 9, 2026	Nov. 13, 2026	5 days	4250.00 \$	UAE , Dubai
April 6, 2026	April 10, 2026	5 days	4950.00 \$	Italy , Rome
Aug. 16, 2026	Aug. 20, 2026	5 days	4250.00 \$	KSA , Riyadh
Jan. 11, 2027	Jan. 15, 2027	5 days	4250.00 \$	UAE , Dubai

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