



Consulting and Training | Reach New Heights

Course Name

Mastering Communication Excellence: Strategies for Impact, Influence, and Connection

Sector Name

Interpersonal Skills and Self Development

Document Type

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Mastering Communication Excellence: Strategies for Impact, Influence, and Connection

Course Introduction

In today's fast-paced and interconnected world, the ability to communicate effectively has become more important than ever. Whether in-person or virtual, clear and impactful communication builds trust, strengthens relationships, and drives success in personal and professional interactions.

Mastering Communication Excellence

This **five-day** workshop is designed to equip participants with a broad range of communication skills, from mastering verbal and non-verbal techniques to crafting persuasive messages and building lasting relationships. Participants will develop a deep understanding of how to influence, inspire, and connect with others, ensuring they become confident communicators in any setting.

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Target Audience

- ✓ Mid-Level Managers and Team Leaders
- ✓ Sales and Marketing Professionals
- ✓ Customer Service Representatives
- ✓ Human Resources Personnel and Managers
- ✓ Entrepreneurs and Small Business Owners
- ✓ Executive Assistants and Personal Secretaries
- ✓ Anyone who wants to improve their interpersonal communication skills

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Learning Objectives

- ✓ Master the art of impactful communication across different channels and contexts.
- ✓ Build trust and strengthen relationships through effective communication.
- ✓ Adapt communication styles to suit different personalities and cultural backgrounds.
- ✓ Enhance active listening and advanced questioning techniques to improve understanding.
- ✓ Manage difficult conversations with confidence and professionalism.
- ✓ Understand the role of emotional intelligence in communication.
- ✓ Craft persuasive messages and presentations that resonate with diverse audiences.
- ✓ Leverage non-verbal communication and body language to enhance message delivery.
- ✓ Foster a collaborative, knowledge-sharing culture within teams and organizations.

Mastering Communication Excellence: Strategies for Impact, Influence, and Connection

Course Outline

✓ **01 Day One**

Foundations of Effective Communication

- ✓ The Importance of Communication in Professional Success
- ✓ Components of Effective Communication: Verbal, Non-Verbal, and Written
- ✓ Understanding Communication Styles and Adapting to Different Audiences
- ✓ Building Trust and Credibility Through Communication
- ✓ Exploring the Johari Window for Self-Awareness and Relationship Building
- ✓ The Botari Box Model: Enhancing Communication Flow and Understanding
- ✓ Case Study: Navigating Communication Challenges in the Workplace

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Course Outline

✓ 02 Day Two

Advanced Communication Techniques

- ✓ Relationship Building and the Impact of Environment on Behavior
- ✓ Communicating with Different Personalities (DISC Personality Framework)
- ✓ The Power of Questions: Structuring Questions for Clarity and Impact
- ✓ Advanced Active Listening Techniques to Improve Understanding
- ✓ Non-Verbal Communication: Body Language, Tone, and Facial Expressions
- ✓ Overcoming Objections and Negative Phrasing in Conversations
- ✓ Embracing Feedback and Constructive Criticism
- ✓ Practical Exercises: Role-Playing Common Workplace Scenarios

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Course Outline

✓ 03 Day Three

Persuasion, Influence, and Emotional Intelligence

- ✓ The Difference Between Influence, Persuasion, Power, and Manipulation
- ✓ Characteristics of Effective Influencers and Persuaders
- ✓ Crafting Persuasive Messages That Resonate with Audiences
- ✓ Understanding Emotional Intelligence (EQ) and Its Role in Communication
- ✓ Building Empathy to Strengthen Connections
- ✓ Managing Emotions in High-Stress Communication Scenarios
- ✓ Practical Application: Crafting and Delivering a Persuasive Pitch

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Course Outline

✓ **04 Day Four**

Managing Difficult Conversations and Conflict Resolution

- ✓ Identifying and Understanding Triggers in Difficult Conversations
- ✓ Techniques for De-Escalating Conflicts in the Workplace
- ✓ Using The DESC Framework (Describe, Express, Specify, Consequences) for Conflict Resolution
- ✓ Managing Expectations and Setting Boundaries
- ✓ Handling Criticism and Delivering Feedback Constructively
- ✓ Strategies for Responding to Difficult Personalities
- ✓ Case Study: Conflict Management in Team Settings

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Course Outline

✓ **05 Day Five**

Crafting Compelling Messages and Final Review

- ✓ Writing Clear and Concise Business Emails, Reports, and Proposals
- ✓ Structuring Written Messages for Maximum Impact
- ✓ The Art of Storytelling in Presentations
- ✓ Creating and Delivering Engaging Presentations
- ✓ Connecting Emotionally with Audiences Through Stories and Analogies
- ✓ **Practical Exercise:** Delivering a Final Presentation

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
March 14, 2027	March 18, 2027	5 days	4250.00 \$	KSA , Riyadh
Sept. 7, 2026	Sept. 11, 2026	5 days	4250.00 \$	UAE , Dubai
May 3, 2027	May 7, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
Dec. 28, 2026	Jan. 1, 2027	5 days	5950.00 \$	Switzerland , Zurich

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