

**Course Overview:**

In today's interconnected workplace, strong communication skills are essential for fostering collaboration, improving productivity, and achieving leadership impact. This intermediate-level course is designed for professionals who wish to enhance their ability to convey ideas clearly, manage conflicts constructively, and lead effective conversations across various business contexts. It empowers participants to navigate challenging communication scenarios with confidence and professionalism.

**Course Objective:**

- Enhance verbal and non-verbal communication techniques for greater clarity and engagement
- Apply active listening strategies to improve understanding and interpersonal relations
- Navigate and resolve workplace conflicts using assertive communication
- Adapt communication styles to diverse audiences and business settings
- Deliver feedback and influence stakeholders with professionalism and impact

**Course Outline:****Module 1: Foundations of Business Communication**

- Principles of effective communication
- Communication process and barriers
- Impact of poor communication in the workplace

**Module 2: Verbal and Non-Verbal Communication**

- Tone, clarity, and articulation
- Body language and facial expressions
- Reading and responding to non-verbal cues

**Module 3: Active Listening and Empathy**

- Levels of listening
- Demonstrating empathy in conversations
- Responding with understanding and intent

**Module 4: Communication Styles and Adaptability**

- Identifying communication styles
- Flexing your style to suit others
- Cross-cultural and intergenerational communication

**Module 5: Conflict Management Through Communication**

- Understanding conflict dynamics
- Assertive vs aggressive communication
- Techniques for de-escalation and resolution

**Module 6: Giving and Receiving Feedback**

- Constructive feedback frameworks (e.g., SBI model)
- Handling defensive responses
- Encouraging feedback culture

**Module 7: Influencing and Persuasive Communication**

- Techniques to persuade and influence
- Building credibility and trust
- Strategic storytelling and data use

**Training Language:**

English-Arabic

**Training Methodology:**

This course is delivered via Virtual Instructor-Led Training (VILT), combining live online presentations, interactive discussions, virtual case studies, and digital assessments to ensure active participation and knowledge retention in a remote setting.

**Module 8: Communicating in Teams and Meetings**

- Leading and contributing in team discussions
- Virtual meeting etiquette and tools
- Encouraging inclusive participation

**Module 9: Presentation Skills and Executive Briefings**

- Structuring impactful messages
- Visual and vocal delivery techniques
- Engaging diverse stakeholders

**Module 10: Practical Applications and Action Plan**

- Real-life case simulations
- Peer feedback and reflection
- Personal communication improvement roadmap

**Who Should Attend:**

- Mid-level managers
- Team leaders and supervisors
- Project coordinators
- Client-facing professionals