

€ TRAINING

Advanced Communication Skills





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Introduction:

This workshop is designed to enhance participants' ability to convey their messages clearly and persuasively. It delves into advanced techniques for interpersonal communication, strategic messaging, and impactful presentations, equipping them with the skills necessary to excel in complex and high-stakes scenarios.

Workshop Objectives:

At the end of this workshop, participants will be able to:

- Develop a deeper understanding of advanced communication theories and principles.
- Master techniques for persuasive communication, including negotiation, conflict resolution, and influencing skills.
- Build confidence in delivering presentations and managing conversations in diverse and challenging contexts.
- Foster stronger relationships through effective interpersonal communication and active listening skills.

Targeted Audience:

- Mid-Level Managers and Executives.
- Sales and Marketing Professionals.
- Team Leaders and Project Managers.
- HR Professionals and Trainers.

Workshop Outline:

Unit 1:

Mastering Persuasive Communication:

- Theoretical foundations of persuasion and influence.
- Advanced techniques for crafting persuasive messages and arguments.
- Understanding the psychological triggers that influence decision-making and behavior.
- Tailoring messages to different audience types for maximum impact.

- Utilizing non-verbal cues and body language to enhance persuasiveness.

Unit 2:

Effective Conflict Resolution:

- Types of conflict and the role of communication in conflict resolution.
- Techniques for negotiating and resolving conflicts constructively.
- Simulation exercises to practice conflict resolution strategies in real-world scenarios.
- Understanding emotional intelligence and its role in resolving conflicts.
- Identifying common barriers to conflict resolution and how to overcome them.
- Developing a personal conflict resolution style and adapting it to different situations.

Unit 3:

High-Impact Presentations:

- Principles of designing engaging and impactful presentations.
- Advanced techniques for confident and effective delivery.
- Strategies for engaging different types of audiences and managing audience dynamics.
- Leveraging storytelling techniques to create memorable presentations.
- Using multimedia elements graphics, videos to enhance audience engagement.
- Handling challenging questions and objections during presentations with poise and confidence.