

# € TRAINING

Mastering Interpersonal Excellence



5 - 9 August 2024  
Casablanca (Morocco)  
New Hotel



# Mastering Interpersonal Excellence

REF: Z76 DATE: 5 - 9 August 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

This training program equips participants with advanced skills to excel in interpersonal interactions and achieve desired outcomes. Through this program, participants are empowered to navigate complex situations with confidence and drive high performance in both professional and personal contexts.

## Program Objectives:

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

- Communicate clearly and effectively both on a one-to-one basis and in group situations such as meetings.
- Build rapport and interpersonal relationships and develop their influencing skills.
- Resolve conflicts and differences through effective, creative, and mutually satisfactory negotiation leading where possible to win-win solutions.
- Maximize deal benefits in commercial negotiations.
- Make formal presentations to small and large groups with clarity and persuasiveness.
- Handle audience questions effectively and with integrity.
- Get support for new ideas and change initiatives.

## Targeted Audience:

- Managers.
- Supervisors.
- Team leaders.
- Employees who want to gain great skills & knowledge to improve their career.

## Program Outlines:

### Unit 1:

#### Foundations of Effective Communication:

- Understanding the principles of effective communication.

- Developing active listening skills to enhance understanding.
- Practicing clarity and brevity in verbal and written communication.
- Utilizing nonverbal cues to convey messages effectively.
- Adapting communication style to different audiences and contexts.

## Unit 2:

### Mastering the Art of Influence:

- Exploring the psychology of influence and persuasion.
- Identifying different influence styles and their applications.
- Developing strategies to build credibility and trust.
- Leveraging social proof and authority to influence others.
- Practicing ethical persuasion techniques for positive outcomes.

## Unit 3:

### Strategies for Persuasive Communication:

- Understanding the structure and components of persuasive messages.
- Using storytelling and narrative techniques to engage and persuade.
- Incorporating persuasive language and rhetorical devices.
- Anticipating objections and addressing them effectively.
- Creating compelling calls to action to motivate desired behaviors.

## Unit 4:

### Negotiation Techniques for Win-Win Outcomes:

- Understanding the negotiation process and its key principles.
- Developing negotiation strategies based on interests, not positions.
- Practicing effective communication and active listening during negotiations.
- Utilizing negotiation tactics such as anchoring, framing, and reciprocity.
- Creating win-win solutions through collaborative negotiation techniques.

## Unit 5:

### Advanced Communication Skills for High-Stakes Situations:

- Managing emotions and maintaining composure during high-pressure situations.
- Handling difficult conversations with empathy and assertiveness.
- Developing strategies for conflict resolution and managing disagreements constructively.
- Building rapport and trust in challenging or adversarial situations.
- Practicing resilience and adaptability to navigate unpredictable circumstances effectively.