

# € TRAINING

Communication Skills for Managers



2 - 6 December 2024  
Casablanca (Morocco)  
New Hotel



# Communication Skills for Managers

REF: Q2388 DATE: 2 - 6 December 2024 Venue: Casablanca (Morocco) - New Hotel Fee: 3685 Euro

## Introduction:

This training program is designed to help managers and leaders enhance their communication abilities. It focuses on developing the skills necessary to convey ideas, provide feedback, and inspire teams effectively, ultimately improving organizational performance.

## Program Objectives:

- Understand the importance of effective communication in management.
- Enhance verbal and non-verbal communication skills.
- Develop active listening and feedback techniques.
- Master the art of persuasive and motivational communication.
- Improve conflict resolution and negotiation skills.

## Targeted Audience:

- Current and aspiring managers.
- Team leaders.
- Supervisors.
- Professionals who want to improve their ability to communicate effectively with their teams and colleagues.

## Program Outline:

### Unit 1:

#### The Fundamentals of Effective Communication:

- Understanding the role of communication in management.
- Barriers to effective communication.
- Verbal and non-verbal communication techniques.
- Tailoring your message to your audience.
- Practical exercises and role-playing.

## Unit 2:

### Active Listening and Feedback:

- The art of active listening.
- Giving and receiving constructive feedback.
- Empathetic communication.
- Creating an open and transparent communication environment.
- Role-playing and case studies.

## Unit 3:

### Persuasive and Motivational Communication:

- Techniques for persuasive communication.
- Inspiring and motivating teams through communication.
- Building trust and credibility.
- Storytelling and its impact on communication.
- Practical exercises and group discussions.

## Unit 4:

### Conflict Resolution and Negotiation:

- Identifying and managing workplace conflicts.
- Conflict resolution strategies.
- The negotiation process and its principles.
- Negotiating win-win solutions.
- Simulated negotiation exercises.

## Unit 5:

### Effective Presentation and Public Speaking

- Preparing and delivering effective presentations.



- Overcoming public speaking anxiety.
- Engaging and captivating your audience.
- Using visual aids and technology in presentations.
- Final presentations and feedback.