

# € TRAINING

Personal Effectiveness & Influencing Skills



30 June - 4 July 2024  
Cairo (Egypt)



# Personal Effectiveness & Influencing Skills

REF: C670 DATE: 30 June - 4 July 2024 Venue: Cairo (Egypt) - Fee: 4095 Euro

## Introduction:

This conference focuses on areas of communication and persuasion which will help delegates to be more effective in the organizational context. By understanding the key concepts of internal communication and how these skills contribute to influencing and persuading others in the organization, delegates will be able to turn more outcomes in their favour.

## Conference Objectives:

At the end of this conference the participants will be able to:

- Tap into their personal strengths in communicating and know when to invoke different methodologies.
- Understand ways of influencing others without resorting to power-plays and applying direct pressure.
- Persuade other people through the use of pro-active, win-win strategies.
- Draw upon professional communication and presentation skills to create a winning impression in discussions and meetings.
- Plan and prepare businesslike presentations with ease and be able to tap into key decision-makers during and after the presentation.

## Targeted Audience:

- Project Managers
- Marketing Professionals
- Senior Business Leaders
- All Team Leaders and Managers
- Anyone who supervises or manages a team
- Sales Professionals who wish to have a greater impact on their clients
- Any Business Professional who is seeking to expand its sphere of influence
- Business Professionals who need to work collaboratively with other business functions

## Conference Outlines:

### Unit 1: Personal Inner Communication Essentials:

- What is Communication?
- What does effective communication mean?
- Understand the 3 major levels of Communication:
  - Intra- Personal with Oneself.
  - Inter-Personal with another Individual.
  - Inter-Active synergy with a group of persons.
- Appreciate the different fields of experience.
- Discover the power of Non-Verbal Communication.
- Study the 8 Non-Verbal empowerments.
- Understand why your personal Self-Image has a great deal to do with your presentation, language, style, and content.
- Controlling your subconscious mind to communicate effectively.

## Unit 2: Understanding Communication and Persuasion:

- Understanding the communication cycle.
- Analyse the Communication Pyramid.
- Know the power of words in the communication process.
- Discover the powerful I-A-D-A communication format.
- Understanding the brain, during the communication process.
- Understand the keys to successful public speaking.
- How to develop and present a vital speech.
- How to dress professionally and appropriately.
- Find out the right and wrong ways in body posture.
- How to use your voice effectively.
- Discover the power of illustrations and stories.
- Learn how to overcome Public speaking fears.
- How to listen actively and respond accordingly.
- Know the power of influence.

## Unit 3: Communicating and Presenting Effectively:

- Learn how to organize your presentation.
- How to prepare and present a computer / PowerPoint presentation etc.
- What to do prior to a presentation.
- Understand the impact of Visual communication.
- Understand the psychology of the Smile in communication.
- How to present to a cross-cultural audience.
- Observe what features attract an audience.
- Learn how to analyse your audience.
- Using positive visual imaging.
- How to use the telephone effectively and professionally.

## Unit 4: Communication Strategies for Professional Excellence:

- How to an effective decision-maker, in the communication process.
- How to use strategic communication negotiation skills.
- Discover the 9 Keys to making an effective presentation.
- Learn how to develop a systematic filing system.
- Learn how to obtain good source material.

## Unit 5: Applying Personal Influence and Persuasion:

- Analyze the 9 strategic principles for effective communication.
- Apply these Communication principles into a "Plan of Action" for your life and incorporation into your Company infra-.structure.
- How to be proactive and make things happen.
- Essential communication practices for ongoing success.