



SM115: Certificate in Advanced Business Communication

Training Description:

The Certificate in Advanced Business Communication training course is a highly practical program designed for professionals who want to elevate their communication skills in the workplace. In today's fast-paced business environment, effective communication is not just about speaking or writing well—it is about influencing, negotiating, presenting and collaborating with impact. This intensive training course equips participants with advanced techniques for professional correspondence, interpersonal communication, presentation mastery and digital communication. Through interactive workshops, role-plays, and case studies, participants will learn to communicate with clarity, confidence and credibility in diverse business settings.

Training Objectives:

By the end of the training, participants will be able to:

- ✓ Master advanced written and verbal communication techniques tailored to professional contexts.
- ✓ Develop persuasive business writing, including reports, proposals, emails and executive summaries
- ✓ Conduct impactful presentations and deliver messages with confidence and authority
- ✓ Apply negotiation and interpersonal communication strategies to achieve positive outcomes
- ✓ Enhance digital and cross-cultural communication skills for global business environments
- ✓ Handle difficult conversations, conflicts, and workplace communication challenges effectively

Training Designed for:

This training course is intended for Mid-level and senior professionals seeking to improve communication effectiveness, Team leaders, managers, and project coordinators who communicate with diverse stakeholders, Professionals involved in client interactions, presentations, or business negotiations and Anyone preparing for leadership roles that demand advanced communication competence.

Training Requirement:

"Hand's on practical sessions, equipment and software will be applied during the course if required and as per the client's request."

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client's learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

DAY ONE:

❖ Foundations of Advanced Business Communication

- Understanding the role of communication in business success
- Principles of effective communication: clarity, conciseness, coherence
- Communication styles and self-awareness
- Active listening and feedback techniques
- Non-verbal communication: body language, tone and posture
- Email etiquette and professional writing basics
- **Practical exercises:** analyzing communication scenarios

DAY TWO:

❖ Advanced Business Writing Skills

- Structuring reports, proposals, and executive summaries
- Writing persuasive emails and memos
- Clarity and conciseness in written communication
- Grammar, punctuation, and style nuances for professionals
- Writing for different audiences: colleagues, clients and executives
- Common writing pitfalls and how to avoid them
- **Workshop:** Drafting and critiquing business documents

DAY THREE:

❖ Effective Presentation & Public Speaking Skills

- Preparing for high-stakes presentations
- Structuring presentations for maximum impact
- Storytelling techniques to engage audiences
- Using visual aids and digital tools effectively
- Voice modulation, body language and stage presence
- Handling Q&A sessions with poise
- **Practical session:** delivering mini-presentations and receiving feedback

DAY FOUR:

❖ Interpersonal and Negotiation Communication

- Understanding interpersonal dynamics and emotional intelligence
- Building rapport and trust with stakeholders
- Techniques for persuasive and influential communication
- Negotiation strategies: planning, execution and follow-up
- Handling conflicts and difficult conversations constructively
- **Role-play exercises:** negotiation and conflict resolution simulations

DAY FIVE:

❖ Digital, Cross-Cultural, and Leadership Communication

- Communicating effectively in virtual meetings and remote teams
- Leveraging social media and professional networking platforms
- Cross-cultural communication: understanding differences and avoiding missteps
- Leadership communication: motivating and inspiring teams
- Crisis communication and professional problem-solving
- **Action planning:** applying learning to real workplace scenarios
- **Final activity:** integrated business communication simulation

❖ Course Conclusion

❖ POST-ASSESSMENT and EVALUATION

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions

- Pre and Post Test

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

USD\$ TBA - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:

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