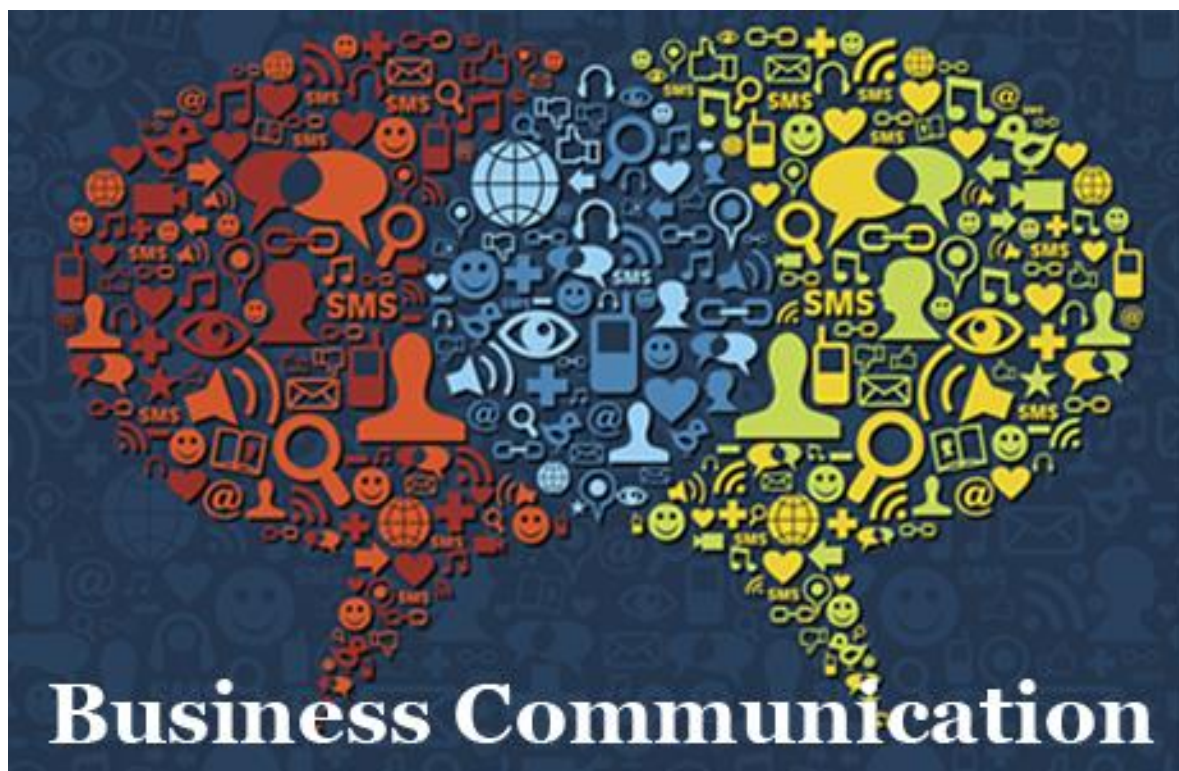




TM431: Effective Business Communication

Training Description:

Effective Business Communication is one of the most critical competencies for professionals seeking to improve workplace productivity, strengthen business relationships and enhance organizational performance. In today's fast-paced and multicultural business environment, communication extends beyond simply exchanging information—it involves delivering clear messages, influencing stakeholders, managing conflicts, building trust and fostering collaboration across teams and departments.

This comprehensive training course provides participants with practical tools and proven communication techniques to communicate confidently and professionally in various business situations. Participants will develop verbal, non-verbal, written, and interpersonal communication skills while learning how to adapt their communication style to different audiences, cultures and business contexts.

The training course combines interactive discussions, case studies, simulations, role-playing exercises, presentations and real-world workplace scenarios to ensure participants can immediately apply their learning in their organizations.

Training Objectives:

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

- ✓ Understand the principles and importance of effective business communication
- ✓ Communicate clearly, confidently and professionally in workplace situations
- ✓ Improve listening, questioning and feedback skills
- ✓ Write professional business emails, reports and business correspondence
- ✓ Deliver persuasive presentations with confidence
- ✓ Build stronger interpersonal relationships through effective communication
- ✓ Manage difficult conversations and workplace conflicts professionally
- ✓ Apply emotional intelligence to improve communication effectiveness
- ✓ Enhance cross-cultural communication skills in diverse workplaces
- ✓ Develop personal communication improvement strategies for continuous growth

Expected Learning Outcomes:

- ✓ Communicate professionally and confidently in a wide range of business situations
- ✓ Build stronger relationships with colleagues, clients and stakeholders through effective interpersonal communication
- ✓ Listen actively, ask insightful questions and provide constructive feedback
- ✓ Produce clear, concise and impactful business correspondence, including emails, reports and formal documents
- ✓ Deliver engaging presentations and communicate ideas persuasively to diverse audiences
- ✓ Manage workplace conflicts and difficult conversations with professionalism and emotional intelligence
- ✓ Apply effective communication strategies in multicultural and cross-functional environments.
- ✓ Improve collaboration, teamwork and decision-making through enhanced communication practices
- ✓ Demonstrate increased confidence in both face-to-face and virtual business communication
- ✓ Create and implement a personal communication development plan to sustain continuous professional growth

Training Designed for:

This training course is intended for Managers and Supervisors, Team Leaders, Administrative Professionals, Executive Secretaries, Customer Service Personnel, Human Resources Professionals, Sales and Marketing Professionals, Project Coordinators, Engineers and Technical Professionals, Government Officials, Finance and Procurement Personnel and Anyone who communicates regularly with colleagues, customers, suppliers, or stakeholders.

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 EFFECTIVE BUSINESS COMMUNICATION

- ❖ **Module 1: Understanding Business Communication**
 - Definition and importance of business communication
 - Communication in modern organizations
 - Internal vs. external communication
 - Communication channels
 - Formal and informal communication
- ❖ **Module 2: The Communication Process**
 - Sender, message, receiver and feedback
 - Communication models
 - Encoding and decoding messages
 - Active communication cycle
- ❖ **Module 3: Barriers to Effective Communication**
 - Physical barriers
 - Psychological barriers
 - Organizational barriers
 - Language barriers
 - Cultural barriers
 - Technology-related barriers
- ❖ **Module 4: Communication Styles**
 - Passive communication
 - Aggressive communication
 - Passive-aggressive communication
 - Assertive communication
 - Identifying personal communication styles

❖ **Practical Activities:**

- Self-assessment questionnaire
- Communication style profiling
- Group communication exercises
- Case study analysis

DAY TWO:

INTERPERSONAL COMMUNICATION AND ACTIVE LISTENING

❖ **Module 1: Building Professional Relationships**

- Building trust
- Respectful communication
- Rapport building
- Professional etiquette

❖ **Module 2: Active Listening Skills**

- Listening versus hearing
- Types of listening
- Active listening techniques
- Asking effective questions
- Clarifying and paraphrasing

❖ **Module 3: Non-Verbal Communication**

- Body language
- Facial expressions
- Eye contact
- Tone of voice
- Personal appearance
- Professional presence

❖ **Module 4: Emotional Intelligence in Communication**

- Self-awareness
- Self-regulation
- Empathy
- Social awareness
- Relationship management

❖ **Practical Activities:**

- Listening exercises
- Communication role plays
- Emotional intelligence scenarios
- Team communication challenges

DAY THREE:

PROFESSIONAL BUSINESS WRITING

❖ **Module 1: Principles of Business Writing**

- Writing with clarity
- Writing with purpose
- Audience analysis
- Professional tone

- Plain language principles
- ❖ **Module 2: Business Emails**
 - Email etiquette
 - Subject lines
 - Opening and closing statements
 - Organizing information
 - Managing difficult email conversations
- ❖ **Module 3: Business Reports and Correspondence**
 - Memorandums
 - Business letters
 - Reports
 - Executive summaries
 - Meeting minutes
- ❖ **Module 4: Digital Communication**
 - Instant messaging etiquette
 - Virtual communication
 - Online professionalism
 - Social media considerations
- ❖ **Practical Activities:**
 - Email writing workshop
 - Editing exercises
 - Report writing practice
 - Peer review sessions

DAY FOUR:

PRESENTATION, PERSUASION AND INFLUENCING SKILLS

- ❖ **Module 1: Public Speaking Fundamentals**
 - Preparing presentations
 - Structuring presentations
 - Audience engagement
 - Managing nervousness
- ❖ **Module 2: Presentation Delivery Skills**
 - Voice projection
 - Body language
 - Storytelling techniques
 - Visual aids
 - Handling questions confidently
- ❖ **Module 3: Persuasive Communication**
 - Principles of influence
 - Building credibility
 - Persuasive messaging
 - Negotiation basics
 - Influencing without authority
- ❖ **Module 4: Meeting Communication**

- Leading meetings
- Participating effectively
- Facilitating discussions
- Decision-making communication
- ❖ **Practical Activities**
 - Individual presentations
 - Video-recorded presentations
 - Persuasion exercises
 - Meeting simulations

DAY FIVE:

- ❖ **MANAGING DIFFICULT CONVERSATIONS AND COMMUNICATION EXCELLENCE**
- ❖ **Module 1: Difficult Conversations**
 - Giving constructive feedback
 - Receiving criticism professionally
 - Performance discussions
 - Addressing workplace issues
- ❖ **Module 2: Conflict Resolution**
 - Sources of workplace conflict
 - Conflict management styles
 - Communication during conflict
 - Negotiation techniques
 - Win-win solutions
- ❖ **Module 3: Cross-Cultural Communication**
 - Cultural awareness
 - International business etiquette
 - Communicating across cultures
 - Avoiding misunderstandings
 - Inclusive communication
- ❖ **Module 4: Personal Communication Development**
 - Personal action planning
 - Continuous improvement
 - Communication best practices
 - Workplace application strategies
- ❖ **Practical Activities:**
 - Conflict resolution role plays
 - Difficult conversation simulations
 - Cross-cultural communication exercises
 - Individual action plan development
- ❖ **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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