



دورة تطوير جدارة إعداد و صياغة التقارير المهنية وإتقان فنون الاتصال الكتابي في مكان العمل



AGILE LEADERS
Training Center

16 - 20 Feb 2027
الدار البيضاء



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الرجوع: 36321_23954 التاريخ: 16 - 20 Feb 2027 الموقع: الدار البيضاء الرسوم: Euro 4100

Course Overview:

The course is designed to help professionals improve their skills in report writing and public speaking. It aims to bridge the gap between effective business communication and advanced presentation techniques, providing participants with the tools they need to succeed in their careers. The curriculum focuses on developing strong report writing skills, including technical and business report writing, as well as improving presentation techniques. With an emphasis on professional communication, participants will learn to create compelling reports, engage with their audience, and deliver confident presentations. Whether you want to enhance your business writing, overcome public speaking anxiety, or create visually appealing content, this course offers structured and interactive learning. Participants will gain a solid foundation in report writing, effective communication, and presentation skills, making them valuable assets in any corporate environment.

Target Audience:

- Middle to Senior-Level Managers
- Business Analysts and Researchers
- Corporate Executives and Team Leaders
- Sales and Marketing Professionals
- HR and Corporate Training Coordinators

Targeted Organizational Departments:

- Corporate Communications
- Business Development
- Marketing and Sales
- Human Resources
- Research and Development

Targeted Industries:

- Information Technology
- Financial Services
- Consultancy Services
- Healthcare and Pharmaceutical
- Education

Course Offerings:

By the end of this course, participants will be able to:

- Develop and enhance their report writing skills for various business contexts.
- Master business report writing techniques for clear and concise communication.
- Apply advanced presentation techniques to engage and influence audiences.
- Overcome public speaking fear and deliver compelling presentations with confidence.
- Utilize data visualization and business case writing to support decision-making.
- Improve professional communication skills, including email etiquette and structured business writing.

Training Methodology:

This course utilizes instructional methods to ensure an engaging and effective learning experience. Participants will engage in case studies, group work, and interactive sessions to reinforce theoretical concepts and practical applications. The course emphasizes hands-on learning, where participants will practice report writing and presentation skills through real-world scenarios.

Course Toolbox:

- Comprehensive Course Workbook
- Online Resources and Templates
- Reading Materials and Checklists

Course Agenda:

Day 1: Foundations of Effective Report Writing

- Berlo's Communication Model in Report Writing Topic 1:
- Overcoming Barriers to Effective Communication in Reports Topic 2:
- Structuring Business Reports for Clarity and Impact Topic 3:
- Essential Communication Skills for Persuasive Report Writing Topic 4:
- Introduction to the Art of Persuasion in Report Writing Topic 5:
- Developing a Persuasive Narrative in Business Reports Topic 6:
- Reflecting on the Role of Communication in Report Writing Reflection & Review:

Day 2: Advanced Techniques in Report Writing

- Identifying and Applying Persuasion Techniques in Reports Topic 1:
- The Pre-Persuasion Checklist for Effective Report Writing Topic 2:
- Leveraging Evidence to Persuade in Technical Reports Topic 3:
- Understanding the Dynamics of Public Opinion in Business Reports Topic 4:
- Utilizing Data Visualization to Enhance Report Impact Topic 5:
- The Role of Visual Aesthetics in Report Writing Topic 6:
- Analyzing the Impact of Advanced Techniques on Report Effectiveness Reflection & Review:

Day 3: Creativity and Innovation in Report Writing

- Convergent vs. Divergent Thinking in Problem-Solving Reports Topic 1: •
- Understanding Fast and Slow Thinking Modes in Report Writing Topic 2: •
- Mastering the SCAMPER Technique for Creative Reports Topic 3: •
- Using Mental Maps to Structure Complex Reports Topic 4: •
- Applying the Six Thinking Hats Technique in Collaborative Report Writing Topic 5: •
- Crafting Business Cases that Persuade Topic 6: •
- Evaluating Creative Strategies in Enhancing Report Writing Reflection & Review: •

Day 4: Mastering Presentation Skills and Audience Engagement

- The Power of Storytelling in Presentations Topic 1: •
- Building and Structuring Your Story for Maximum Impact Topic 2: •
- Overcoming Glossophobia: Techniques to Manage Public Speaking Anxiety Topic 3: •
- Mastering Tone, Voice, and Body Language in Presentations Topic 4: •
- Storyboarding and Creating Engaging Presentation Content Topic 5: •
- Techniques for Maintaining Audience Engagement through Storytelling Topic 6: •
- Reflecting on the Role of Storytelling and Engagement in Presentations Reflection & Review: •

Day 5: Advanced Presentation Techniques and Tools

- Designing Persuasive Presentation Content Topic 1: •
- Utilizing Visual Aesthetics and Color Theory in Presentations Topic 2: •
- Interactive Tools and Gamification for Audience Engagement Topic 3: •
- Comparative Analysis: Prezi vs. PowerPoint vs. Google Slides Topic 4: •
- Incorporating Feedback and Continuous Improvement in Presentations Topic 5: •
- Mastering Persuasion Techniques in Leadership Presentations Topic 6: •
- Reviewing Advanced Strategies for Effective Presentations Reflection & Review: •

How This Course is Different from Other Report Writing & Presentation Skills Courses:

This course is unique in that it combines report writing and presentation skills into one comprehensive program. Unlike other courses that focus on just one area, "Mastering Report Writing & Gain Presentation Skills" offers participants a well-rounded blend of theoretical knowledge and practical application. The course emphasizes advanced presentation techniques, audience engagement strategies, and the integration of business writing principles with technical report writing. Through interactive workshops, gamification, and real-world case studies, participants will not only master report writing but also become proficient in delivering impactful presentations. The structured learning path, combined with personalized feedback and continuous improvement strategies, ensures that participants are equipped with the skills needed to excel in their professional roles. This makes the course a unique and valuable experience for anyone looking to enhance their business communication skills.



فئات الدورات التدريبية



HR TRAINING & DEVELOPMENT

دورات إدارة و تطوير الموارد البشرية



دورات إدارة و تحليل البيانات ودورات علم البيانات



دورات إدارة الجودة وتطوير العمليات



الدورات التدريبية في مجال البيئة والاستدامة



دورات التسويق وإدارة علاقات العملاء وإدارة المبيعات



دورات التدريب القانوني والمشتريات والتعاقدات



دورات الاتصال الجماهيري و السياسات والعلاقات العامة



دورات النظم السيبراني ودورات تقنية المعلومات



دورات الصيانة ودورات المجالات الهندسية المتنوعة



دورات الصحة والسلامة والأمن المهني



دورات السكرتارية و إدارة المكاتب



دورات الحوكمة وإدارة المخاطر والامتثال



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فئات الدورات التدريبية



دورات معتمدة من قبل هيئات دولية



دورات في مجالات القيادة والإدارة



دورات المهارات الشخصية وتطوير الذات



دورات المحاسبة و التمويل و دورات الإدارة
المالية



دورات مكتب إدارة المشاريع وإدارة المشاريع
الرشيقية

مدن التدريب



أمستردام - هولندا



أكرا - غانا



أثينا - اليونان



أبوظبي - الإمارات العربية المتحدة



الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



استنبول - تركيا



المنامة - مملكة البحرين



الكويت - الكويت



القاهرة - مصر



الرياض - المملكة العربية السعودية



بانكوك - تايلند



بالي - جمهورية إندونيسيا



بأكو - أذربيجان



باريس - فرنسا

مدن التدريب



تيليسي - جورجيا



بوكيت - تايلاند



برشلونة - إسبانيا



براغ - جمهورية التشيك



دبي - الإمارات العربية المتحدة



جوهانسبرغ - جنوب إفريقيا



جنيف - سويسرا



جاكرتا - جمهورية إندونيسيا



سيول - كوريا الجنوبية



سان دييغو - الولايات المتحدة الأمريكية



زنجر - تنزانيا



روما - إيطاليا



طشقند - أوزبكستان



طرابزون - تركيا



شيكاغو - الولايات المتحدة الأمريكية



شرم الشيخ - مصر

مدن التدريب



فيينا - النمسا



عن بعد - منصة زووم



عمان - المملكة الأردنية الهاشمية



طوكيو - اليابان



لندن - المملكة المتحدة



لانكاوي - ماليزيا



كاب تاون - جنوب إفريقيا



كوالالمبور - ماليزيا



مونترنو - سويسرا



مسقط - سلطنة عمان



مدريد - إسبانيا



ماربيا - إسبانيا



نيس - فرنسا



نairobi - كينيا



ميونخ - ألمانيا



ميلان - إيطاليا

WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



AGILE LEADERS
Training Center

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