



# دورة متقدمة في تقنيات الإقناع و التفاوض و التغلب على مقاومة التغيير



**AGILE LEADERS**  
Training Center

02 - 06 Aug 2026  
النهاية



## دورة متقدمة في تقنيات الإقناع و التفاوض و التغلب على مقاومة التغيير

الرجوع: 36322\_24076 التاريخ: 02 - 06 Aug 2026 الموقع: النهاية الرسوم: Euro 4700

### Course Overview:

The course is designed to equip professionals with the critical skills necessary for mastering negotiation, persuasion, and critical thinking in business contexts. This course delves into Effective Negotiation Skills, Persuasion Techniques in Negotiation, and Critical Thinking in Business, providing participants with practical tools to enhance their Persuasive Communication and Emotional Intelligence in Negotiation. Through this course, attendees will learn Mind Persuasion Techniques and explore strategies for Public Opinion Mobilization, enabling them to influence and guide others effectively. Participants will also engage in Negotiation and Mediation Training, developing Advanced Negotiation Tactics and Leadership Persuasion Skills that are crucial in today's dynamic business environment.

### Target Audience:

- Senior Executives
- HR Professionals
- Business Strategists
- Project and Product Managers
- Leaders and Managers

### Targeted Organizational Departments:

- Human Resources
- Operations
- Strategic Planning
- Marketing and Sales
- Research & Development

### Targeted Industries:

- Technology and IT
- Healthcare
- Financial Services
- FMCG and Retail
- Consulting
- Education

## Course Offerings:

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

- Sharpen their Effective Negotiation Skills.
- Master Persuasion Techniques in Negotiation.
- Develop and apply Critical Thinking in Business scenarios.
- Utilize Emotional Intelligence in Negotiation for better outcomes.
- Implement Conflict Resolution Strategies effectively.
- Engage in Public Opinion Mobilization and Strategic Thinking in Negotiation.
- Use Tools for Effective Negotiation and System Thinking in Business to solve complex problems.

## Training Methodology:

The course employs a combination of lectures, interactive sessions, group work, and case studies to ensure complete learning. Participants will explore Mind Persuasion Techniques through real-world examples and engage in role-plays that simulate challenging negotiation scenarios.

## Course Toolbox:

- Persuasion Techniques Workbook
- Public Opinion Mobilization Framework
- Online Resources and Reading Materials
- Case Study Templates

## Course Agenda:

### Day 1: Foundations of Persuasion and Communication

- Understanding Berlo's Communication Model in Depth Topic 1:
- The Science and Art of Mind Persuasion Topic 2:
- Barriers to Effective Communication and Persuasion Topic 3:
- Exploring the Regime of Truth in Persuasion Topic 4:
- Essential Persuasion Skills for Leaders Topic 5:
- Personality Traits of Powerful Persuaders Topic 6:
- Reflect on the fundamentals of persuasion and communication. Reflection & Review:



## Day 2: Advanced Persuasion Techniques and Public Opinion Mobilization

- Beyond The 6 Principles of Persuasion Topic 1: •
- Debunking Persuasion Myths Topic 2: •
- Pre-Persuasion Checklist: Preparing for Influence Topic 3: •
- Understanding the Nature of Opinions and Opinion Change Topic 4: •
- Tools for Mobilizing Public Opinion Topic 5: •
- Ethical Considerations in Persuasion Strategies Topic 6: •
- Review how advanced persuasion techniques can mobilize public opinion. Reflection & Review: •

## Day 3: Strategic Negotiation and Conflict Resolution

- Elements and Factors Affecting Negotiation Topic 1: •
- Emotional Intelligence in Negotiation Topic 2: •
- Understanding Interests, Commitments, and Communication in Negotiation Topic 3: •
- Applying Flexibility in Negotiation Strategies Topic 4: •
- Planning and Executing Successful Negotiations Topic 5: •
- The Role of Relationships and Alternatives in Negotiation Topic 6: •
- Reflect on the integration of emotional intelligence and strategic negotiation. Reflection & Review: •

## Day 4: Advanced Negotiation Tactics and Techniques

- The Chimp Paradox: Managing Emotions in Negotiation Topic 1: •
- Understanding and Using the Thomas-Kilmann Conflict Resolution Model Topic 2: •
- Assertiveness and Negotiation: Finding Balance Topic 3: •
- Commercial Negotiations: A Holistic Approach Topic 4: •
- Strategic Thinking in Negotiation: A Systemic Approach Topic 5: •
- Closing Negotiation: Techniques and Best Practices Topic 6: •
- Review advanced negotiation tactics and how to close negotiations effectively. Reflection & Review: •

## Day 5: Critical Thinking for Effective Decision-Making

- The Role of Critical Thinking in Business Decision-Making Topic 1: •
- Understanding Fast and Slow Thinking Modes Topic 2: •
- Tools for Enhancing Critical Thinking: SCAMPER and Six Thinking Hats Topic 3: •
- Applying System Thinking in Critical Business Decisions Topic 4: •
- Creative Problem-Solving Techniques: Convergent vs. Divergent Thinking Topic 5: •
- Using Critical Thinking to Evaluate Arguments and Evidence Topic 6: •
- Final review and course wrap-up, focusing on integrating critical thinking with persuasion and negotiation. Reflection & Review: •

## How This Course is Different from Other Negotiation Courses:

The course stands out by combining traditional negotiation tactics with advanced Persuasion Techniques, Critical Thinking methodologies, and Emotional Intelligence. Unlike other courses, this program emphasizes practical application through role-plays, case studies, and real-world scenarios. The course also integrates System Thinking and Public Opinion Mobilization strategies, providing a holistic approach to negotiation and persuasion.



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## 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 السبراني 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 بشهادة CPD



دورات في مجالات القيادة والإدارة



دورات المهارات الشخصية وتطوير الذات



دورات المحاسبة و التمويل و دورات الإدارة  
الهائية



دورات مكتب إدارة المشاريع وإدارة المشاريع  
الرشيقية



دورات معتمدة من قبل هيئات دولية

## مدن التدريب



اسطنبول - تركيا



أمستردام - هولندا



أنقرة - تركيا



أثينا - اليونان



الرياض - المملكة العربية السعودية



الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



باريس - فرنسا



المنامة - مملكة البحرين



الكويت - الكويت



القاهرة - مصر



براغ - جمهورية التشيك



بانكوك - تايلاند



بالي - جمهورية إندونيسيا



باكو - أذربيجان

## مدن التدريب



جاكرتا - جمهورية اندونيسيا



تيليسي - جورجيا



بوكيت - تايلاند



برشلونة - اسبانيا



روما - ايطاليا



دبي - الامارات العربية المتحدة



جوهانسبرغ - جنوب افريقيا



جنيف - سويسرا



شهر الشيخ - مصر



سيول - كوريا الجنوبية



سان دييغو - الولايات المتحدة  
الامريكية



زنبار - تنزانيا



طوكيو - اليابان



طشقند - اوزبكستان



طرابزون - تركيا



شيكاغو - الولايات المتحدة  
الامريكية

## مدن التدريب



كوالالمبور - ماليزيا



فيينا - النمسا



عن بعد - منصة زووم



عمان - المملكة الأردنية الهاشمية



ماربيا - اسبانيا



لندن - المملكة المتحدة



لانكاوي - ماليزيا



كيب تاون - جنوب إفريقيا



ميلان - إيطاليا



مونترال - سويسرا



مسقط - سلطنة عمان



مدريد - إسبانيا



نيس - فرنسا



نيروبي - كينيا



ميونخ - ألمانيا

# 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.



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