



دورة متقدمة في مهارات التواصل: استراتيجيات التأثير وبناء العلاقات



AGILE LEADERS
Training Center

05 - 09 Jan 2027
الدار البيضاء

دورة متقدمة في مهارات التواصل: استراتيجيات التأثير وبناء العلاقات

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Business Communication Skills Overview:

The "Business Communication Skills" course is designed to enhance interpersonal communication, communication strategy, and leadership communication skills in the corporate environment. This comprehensive training program offers a deep understanding of communication concepts and practical techniques that can be applied across departments and industries.

Target Audience:

- Managers and team leaders seeking to improve their communication skills for effective leadership.
- Project managers looking to enhance their communication strategies and interpersonal skills.
- Professionals aiming to develop strong communication and interpersonal skills in the workplace.
- Executives and leaders who want to refine their communication style to drive organizational success.
- Individuals interested in advancing their career by mastering business communication.

Targeted Organizational Departments:

- Leadership and management teams
- Project management teams
- Cross-functional departments
- Human resources and talent development

Targeted Industries:

- Technology and IT
- Financial services
- Healthcare and pharmaceuticals
- Consulting and professional services
- Manufacturing and engineering

Course Offerings:

Participants will be able to:

- Apply effective interpersonal communication strategies in various workplace scenarios.
- Develop and implement a communication strategy that aligns with organizational goals.
- Enhance leadership communication skills to inspire and motivate teams.
- Navigate interdepartmental communication challenges and foster collaboration.
- Utilize emotional intelligence in communication to build stronger relationships.
- Manage crisis communication effectively and maintain stakeholder trust.

Training Methodology:

The course employs a dynamic approach, combining interactive sessions, case studies, group work, and feedback sessions. Participants will engage in practical exercises to reinforce learning and develop their communication skills. The training will also provide opportunities for self-reflection and review to ensure continuous improvement.

Course Toolbox:

- Comprehensive course workbook with practical exercises and reference materials.
- Reading materials and recommended resources for further learning.
- Online communication tools and platforms to support interactive sessions.
- Templates and checklists for effective communication planning and execution.

Course Agenda:

Day 1: Understanding Business Communication

- Topic 1: Defining business communication •
- Topic 2: Importance of effective communication in the workplace •
- Topic 3: Different types of business communication •
- Topic 4: Communication barriers and how to overcome them •
- Reflection & Review: Consolidating Key Learnings on Understanding Business Communication •

Day 2: Writing Skills for Business Communication

- Topic 5: Writing emails, memos, and business letters •
- Topic 6: Writing effective reports and proposals •
- Topic 7: Developing a writing style for business communication •
- Topic 8: Proofreading and editing •
- Reflection & Review: Integrating Writing Skills for Business Communication •

Day 3: Oral Communication Skills - Technology and Communication

- Topic 9: Public speaking and delivering presentations •
- Topic 10: Effective listening and feedback •
- Topic 11: Nonverbal communication •
- Topic 12: Communication in meetings •
- Topic 13: Advantages and disadvantages of different communication technologies •
- Topic 14: Using social media for business communication •
- Topic 15: Teleconferencing and videoconferencing •
- Topic 16: Email etiquette and security •
- Reflection & Review: Assessing Oral Communication Skills and Technology in Communication •

Day 4: Intercultural Communication - Ethics in Business Communication

- Topic 17: Understanding cultural differences in communication •
- Topic 18: Avoiding stereotypes and biases •
- Topic 19: Nonverbal communication across cultures •
- Topic 20: Building relationships with international partners and clients •
- Topic 21: Ethical communication practices •
- Topic 22: Confidentiality and privacy in communication •
- Topic 23: Legal Considerations in business communication •
- Topic 24: Handling sensitive information and conflicts •
- Reflection & Review: Evaluating Intercultural Communication and Ethics in Business Communication •

Day 5: Communication and Leadership and Change Management

- Topic 25: Communication as a leadership skill
- Topic 26: Motivating and inspiring others through communication
- Topic 27: Resolving conflicts and negotiating effectively
- Topic 28: Managing a diverse team through effective communication
- Topic 29: Communication strategies for managing change
- Topic 30: Communicating during a crisis or emergency
- Topic 31: Managing resistance to change through effective communication
- Topic 32: Building a Culture of Communication and Innovation
- Reflection & Review: Consolidating Course Learnings and Action Planning for Continued Communication Growth

How This Course is Different from Other Business Communication Courses:

Unlike traditional communication courses, "Business Communication Skills" goes beyond the basics of business communication. It covers a wide range of essential topics, including understanding cultural differences, ethics in business communication, oral communication skills, and the integration of technology. Additionally, the course emphasizes the role of communication in leadership and change management, equipping participants with the skills to inspire, motivate, and navigate through organizational transformation. By combining these diverse areas, this course offers a comprehensive and unique approach to mastering business communication skills.



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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 الذهن السيبراني ودورات تقنية المعلومات



دورات الصيانة ودورات المجالات الهندسية المتنوعة



دورات الصحة والسلامة والذهن المهني



دورات السكرتارية و إدارة المكاتب



دورات الحوكمة وإدارة المخاطر والامتثال

فئات الدورات التدريبية



دورات معتمدة من قبل هيئات دولية



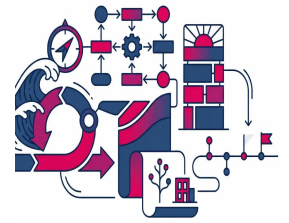
دورات في مجالات القيادة والإدارة



دورات المهارات الشخصية وتطوير الذات



دورات المحاسبة و التمويل و دورات الإدارة المالية



دورات مكتب إدارة المشاريع وإدارة المشاريع الرشيق

مدن التدريب



أوسلندا - هولندا



أكرا - غانا



أثينا - اليونان



أبوظبي - الإمارات العربية المتحدة



الدوحة - قطر



الدار البيضاء - المغرب



الجبيل - المملكة العربية السعودية



إسطنبول - تركيا



المنامة - مملكة البحرين



الكويت - الكويت



القاهرة - مصر



الرياض - المملكة العربية السعودية



بانكوك - تايلند



بالي - جمهورية إندونيسيا



باكو - أذربيجان



باريس - فرنسا

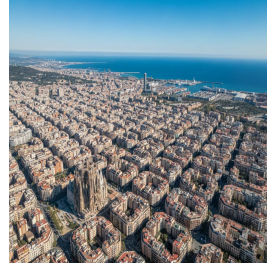
مدن التدريب



بورنو - البرتغال



برلين - ألمانيا



برشلونة - إسبانيا



براغ - جمهورية التشيك



جاكرتا - جمهورية إندونيسيا



تورنتو - كندا



تيليسي - جورجيا



بوكيت - تايلاند



روما - إيطاليا



دبي - الإمارات العربية المتحدة



جوهانسبرغ - جنوب إفريقيا



جنيف - سويسرا



سيول - كوريا الجنوبية



سنغافورة - سنغافورة



سان دييغو - الولايات المتحدة الأمريكية



زنجان - تنزانيا

مدن التدريب



طشقند - أوزبكستان



طرابزون - تركيا



شيكاغو - الولايات المتحدة
الأمريكية



شرم الشيخ - مصر



فرانكفورت - ألمانيا



عن بعد - منصة زووم



عمان - المملكة الأردنية الهاشمية



طوكيو - اليابان



لانكاوي - ماليزيا



كيب تاون - جنوب إفريقيا



كوالالمبور - ماليزيا



فيينا - النمسا



مدريد - إسبانيا



ماربيا - إسبانيا



لندن - المملكة المتحدة



لشبونة - البرتغال

مدن التدريب



ميونخ - ألمانيا



ميلان - إيطاليا



مونتره - سويسرا



مسقط - سلطنة عمان



نيويورك - الولايات المتحدة
الأمريكية



نيس - فرنسا



نairobi - كينيا

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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