BLACKBIRD FOR TRAINING

Advanced Communication Skills

19 – 23 July 2027
Casablanca (Morocco)



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Ref: 321811_145513 **Date:** 19 – 23 July 2027 **Location:** Casablanca (Morocco) **Fees:** 4900 GBP

Introduction

In today's interconnected world, effective communication skills have become one of the most crucial assets for both personal and professional success. The Advanced Communication Skills course is specifically designed to elevate participants' communication abilities beyond basic interaction. Through a combination of theory and practical exercises, this course equips individuals with the tools to express themselves clearly, engage in impactful conversations, and build strong relationships. Participants will explore advanced communication techniques to master both verbal and non-verbal communication, navigate challenging situations, and foster understanding across various contexts.

This course is the ideal choice for those looking to develop advanced communication methods, whether for professional or personal growth. By enhancing your communication strategies, you will improve your ability to engage in more meaningful conversations and resolve conflicts effectively. Whether you're looking to improve your negotiation skills, persuasive communication, or cross-cultural understanding, this course offers comprehensive tools to achieve those goals.

Course Objectives

By the end of the Advanced Communication Skills course, participants will be able to:

- Understand advanced communication models and theories and apply them in practical scenarios.
- Improve verbal communication for various purposes, including persuasion, negotiation, and conflict resolution.
- Master the art of active listening and empathetic communication to enhance interpersonal interactions.
- Strengthen non-verbal communication, such as body language, tone, and facial expressions.
- Build strategies for effective communication across different cultural and social settings.
- Develop skills in global communication, enabling better understanding across diverse environments.



Course Outlines

Day 1: Foundations of Advanced Communication

- Introduction to advanced communication concepts and their significance in personal and professional life.
- Exploring different types of communication and their impacts.
- Understanding the communication process: sender, message, medium, receiver, and feedback.
- Practical Exercise: Self-assessment of current communication strengths and identifying areas for improvement.

Day 2: Verbal Communication Mastery

- Crafting persuasive messages: Techniques and rhetoric to influence others effectively.
- Strategies for negotiation and conflict resolution: Handling difficult conversations and resolving disputes.
- The power of storytelling: Structuring narratives for maximum impact.
- Practical Exercise: Role-playing exercises for negotiation and delivering persuasive speeches.

Day 3: The Power of Active Listening

- Techniques for active listening: Overcoming barriers and improving listening skills.
- Empathetic communication: Understanding emotions and responding with sensitivity.
- Asking powerful questions to facilitate better understanding and dialogue.
- Practical Exercise: Pair-based activities to practice active listening and empathetic responses.

Day 4: Non-verbal Communication Proficiency

- Interpreting body language and gestures accurately.
- Understanding the role of tone, pitch, and pace in conveying meaning.
- Cross-cultural non-verbal communication: Identifying cultural differences and similarities in non-verbal cues.
- Practical Exercise: Non-verbal communication activities, including conveying messages without words.

Day 5: Communication in Diverse Contexts

- Communication across cultures: Navigating language and etiquette sensitivities.
- Adapting communication for various settings: one-on-one, group discussions, formal, and informal environments.
- Virtual communication skills: Mastering online meetings and digital correspondence.
- Practical Exercise: Simulated cross-cultural communication scenarios and a session on virtual communication best practices.



Why Attend this Course: Wins & Losses!

- Master advanced communication techniques that will boost your ability to engage with confidence and clarity in any context.
- Enhance persuasion and negotiation skills, enabling you to navigate difficult conversations with ease.
- Develop the art of active listening and empathetic communication to foster better understanding and stronger relationships.
- Gain expertise in non-verbal communication, understanding how body language and tone affect interactions.
- Learn how to communicate effectively across cultures, ensuring positive interactions in both personal and professional environments.
- Receive an Advanced Communication Skills certificate, proving your expertise in this critical area.

Conclusion

By the end of the Advanced Communication Skills course, participants will have a heightened awareness of their communication abilities and will be equipped with the expertise to communicate confidently and effectively across a wide range of personal and professional settings. Whether you're aiming to improve your verbal communication, non-verbal communication, or master cross-cultural communication, this course provides the tools necessary to enhance every aspect of your interactions.

Join us now and earn an Advanced Communication Skills Certificate, opening new opportunities for you to excel in a world that values effective communication.

