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# Effective Business Communication (Writing and Presentation) Skills

11 – 15 April 2027
Amman (Jordan)



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## Introduction

Effective communication lies at the heart of every successful organization. It bridges ideas with execution, connects people across departments, and ensures clarity in decision-making. In today's competitive and fast-paced business environment, the ability to write professionally and deliver compelling presentations is no longer optional — it's essential for professional excellence and leadership effectiveness.

The Effective Business Communication Writing and Presentation Skills course is designed to help participants master the art of clear, structured, and influential communication. It focuses on improving both written and verbal communication in professional contexts — from reports and internal memos to executive presentations and stakeholder briefings.

This program is ideal for middle and senior management professionals who aim to strengthen their communication capabilities, enhance their impact, and improve team collaboration. Participants will gain the skills to communicate confidently, persuasively, and strategically across all organizational levels.

## Course Objectives

- Develop professional writing skills for clear and concise business communication.
- Enhance report writing and executive documentation capabilities.
- Strengthen public speaking and presentation delivery techniques.
- Master persuasive communication strategies for influencing decisions.
- Understand different communication styles and adapt messages accordingly.
- Build trust and credibility through effective interpersonal communication.
- Apply best practices in both internal and external communication.
- Improve logical structuring and linguistic precision in writing and speaking.

## Course Outlines

### Day 1: Fundamentals of Professional Communication

- Understanding communication dynamics in the workplace.
- Core elements of effective communication.
- Analyzing communication styles and adapting to different audiences.
- The role of active listening in organizational effectiveness.
- Identifying and overcoming common communication barriers.
- Practical exercises on workplace communication scenarios.



## Day 2: Advanced Business and Administrative Writing

- Principles of formal business writing.
- Structuring executive reports and internal memos.
- Writing with clarity, precision, and professionalism.
- Avoiding common mistakes in business correspondence.
- Using tone and language suitable for various audiences.
- Practical exercise: drafting a complete business report.

## Day 3: Designing Effective Presentations

- Planning and organizing presentation content logically.
- Creating impactful visual and verbal communication.
- Structuring information for clarity and persuasion.
- Using visual aids effectively to support key messages.
- Techniques for audience engagement and retention.
- Workshop: preparing and presenting a short professional presentation.

## Day 4: Presentation Delivery and Public Speaking Skills

- Speaking confidently before management or large audiences.
- Managing voice tone, pace, and body language.
- Time management during presentations.
- Handling stage anxiety and unexpected questions.
- Persuasive techniques to maintain audience attention.
- Simulation exercises with feedback and improvement tips.

## Day 5: Integrating Writing and Presentation for Strategic Communication

- Aligning written and verbal communication for consistency.
- Preparing executive-level presentations using data-driven insights.
- Developing an integrated communication strategy for teams.
- Evaluating communication effectiveness and continuous improvement.
- Building sustainable communication practices within the organization.
- Final session: presentation of group projects and assessments.



## Why Attend This Course? Wins & Losses!

- Gain practical, high-impact communication skills that boost leadership presence.
- Improve the clarity and professionalism of written and verbal outputs.
- Build confidence when delivering reports or speaking before executives.
- Reduce misunderstandings and miscommunications in workplace interactions.
- Strengthen persuasion and influence across teams and departments.
- Enhance collaboration and trust within the organization.
- Develop a strong personal communication brand.
- Increase productivity through effective information exchange.

## Conclusion

Mastering professional communication — in both writing and presentation — is a cornerstone of modern business success. It enables professionals not only to share information but also to inspire, persuade, and lead effectively. The Effective Business Communication Writing and Presentation Skills course equips participants with practical tools and proven frameworks to deliver impactful messages, write with clarity, and present with confidence.

**By the end of this program, participants will transform communication from a routine task into a strategic advantage — fostering stronger collaboration, informed decision-making, and lasting professional influence across their organizations.**

