BLACKBIRD FOR TRAINING

Communication Skills for Professionals

15 – 19 February 2027
Malaga (Spain)



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Introduction

In today's fast-paced work environment, communication skills are the key to success. Whether you're communicating under pressure, managing interpersonal challenges, or seeking to build lasting rapport, your communication style and competence are crucial to achieving your goals. This course is designed to help you become a more effective communicator by identifying others' thinking patterns and learning preferences and tailoring your communication accordingly. By improving your understanding of how you communicate with others and how others communicate with you, you will enhance both your personal and professional relationships. Additionally, this course will help you fine-tune your communication strategies, which can be the key to success in the workplace and beyond.

Course Objectives

- Use advanced communication tools and techniques to deliver various types of messages effectively.
- Identify different personal listening styles and discover your own.
- Apply meta-programs to improve your understanding of others.
- Harness the power of body language to enhance communication.
- Practice and apply assertiveness skills in various situations.
- Demonstrate the use of secrets of influence and persuasion for effective communication.

Course Outlines

Day 1: Defining Effective Communication

- Definition and characteristics of communication: Why communication skills matter.
- Common myths about communication: Debunking misconceptions about effective communication.
- Functions of communication: Understanding the importance of basic communication skills.
- The four laws of communication: Why communication is essential for success.
- The evolution of communication: From traditional methods to modern approaches.
- Communicating for results: How to achieve your goals using communication skills.
- Understanding communication elements: How communication barriers like noise affect the process.
- Mehrabian's 55-38-7 rule: The power of words, tone, and body language in effective communication.
- Overcoming communication anxiety and other obstacles.
- Communication etiquette: Essential manners for professional communication.



Day 2: The Art of Listening

- Common listening issues: Identifying ineffective communication skills and how to address them.
- Guidelines for effective listening: Techniques to improve your listening skills.
- Paraphrasing and listening techniques: Enhancing your communication skills improvement.
- Understanding different listening styles: Active vs. passive listening and how it affects communication.
- Improving the information recall rate: Tips to enhance your listening skills.
- Assessing personal listening profiles: Identifying and improving your own listening style.
- Internal listening filters: The 6 layers that affect how we listen and understand.
- Overcoming the 6 filters to ensure clear communication.

Day 3: Mastering Body Language

- The art of body language: How non-verbal communication complements verbal communication.
- Components of non-verbal communication: How good communication skills involve more than words.
- The power of appearance: Understanding how your appearance influences communication.
- Communicating through colors: Using color as an effective communication tool.
- Evaluating your body language skills: How well do you communicate non-verbally?
- Eliciting thinking patterns through eye movement: How eye contact enhances communication.
- Building rapport using body language: Establishing connections through non-verbal cues.

Day 4: Advanced Assertiveness Skills

- Understanding assertiveness: Definition and values in communication skills.
- The components of passive, assertive, and aggressive communication styles.
- Assertiveness rights and responsibilities: Why assertiveness is key to effective communication.
- Activities to practice assertive behavior in various scenarios.
- How to manage criticism assertively without causing conflict.

Day 5: The Power of Influence and Persuasion

- Definition and characteristics of influence: How communication skills can help you influence others.
- The 6 principles of persuasion: How to apply these principles for successful communication.
- Bases and sources of power: Understanding where influence originates.
- Dealing with difficult people using persuasion techniques: Managing challenging interactions with strong communication skills.

Why Attend this Course: Wins & Losses!

Attending this course will equip you with essential communication skills that will significantly improve your personal and professional relationships. Whether you're looking to enhance your basic communication skills or acquire advanced communication techniques, this course will provide you with the tools and knowledge to communicate effectively in any situation. The key benefits include:



- Learning advanced communication tools and techniques that will help you communicate effectively in various settings.
- Improving your listening skills and discovering how to actively engage with others to avoid ineffective communication.
- Mastering the art of body language to strengthen your communication.
- Developing assertiveness skills to express yourself clearly and confidently.
- Understanding the secrets of influence and persuasion and how to apply them to improve communication.

Conclusion

By the end of this course, you will have gained a comprehensive understanding of effective communication and advanced skills to navigate complex communication scenarios. Whether in a professional or personal context, enhancing your communication skills will help you foster stronger relationships, achieve your goals, and succeed in a variety of environments.

Join this course to become a more effective communicator and unlock your full potential for success!

