

Communication Skills for Professionals

Casablanca (Morocco)

19 - 23 May 2025

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Communication Skills for Professionals

Code: PS28 From: 19 - 23 May 2025 City: Casablanca (Morocco) Fees: 3300 Pound

Introduction

Whether you communicate under pressure, manage challenges in interpersonal relationships, or look to build lasting rapport, your communication style and competence are the cornerstones for improving your chances of achieving your objectives.

The aim of this course is to assist you in becoming a more effective communicator by identifying people's thinking patterns and preferred learning methods and by tailoring your communication accordingly. Getting a better understanding of how you communicate with others as well as how others communicate with you will improve business and personal relationships. Moreover, this course will help you fine-tune the way you interact with others, which can be the key to your workplace and overall success.

Course Objectives of Communication Skills for Professionals

- Use advanced communication tools and skills to deliver various types of messages.
- Identify the different personal listening styles and discover their own.
- Apply meta programs to improve understanding of people.
- Describe and harness the power of body language.
- Practice and use assertiveness skills in different situations.
- Demonstrate the use of the secrets of influence for effective communication.

Course Outlines of Communication Skills for Professionals

Day 1

Defining effective communication

- Communication: definition and characteristics.
- Myths about communication.
- Communication functions.
- The four laws of communication.
- Evolution of communication.
- Communicating for results.
- Understanding elements of communication.
- The element of noise.
- Mehrabian's 55-38-7 rule.
- Overcoming communication anxiety and other obstacles.

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- Communication etiquette.

Day 2

The art of listening

- Common listening issues.
- Guidelines for effective listening.
- Effective listening and paraphrasing techniques.
- Understanding different listening styles: active versus passive styles.
- Improving the information recall rate.
- Assessing personal listening profiles.

Internal listening filters

- Understanding the filter system.
- Sensory input channels.
- Internal filter systems: the 6 layers.
- The 6 listening meta programs.
- Overcoming the 6 filters when communicating.
- Avoiding the loss of information.

Day 3

Mastering body language

- The art of body language.
- Components of non-verbal communication.
- The power of appearance.
- Communicating through colors.
- Evaluating your body language skills.
- Eliciting thinking patterns through eye movement.
- Building rapport using body language.

Day 4

Advanced assertiveness skills

- Understanding assertiveness: definition and values.
- Components of passive, assertive, and aggressive styles.
- Assertiveness rights and responsibilities.
- Activities for practicing assertive behavior.
- Managing criticism assertively.

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The power of influence and persuasion

- Definition and characteristics of influence.
- The 6 principles of persuasion: how to apply them.
- Bases and sources of power.
- Dealing with difficult people using persuasion.

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