BLACKBIRD FOR TRAINING

# Business Fundamentals

22 – 26 November 2026
Cairo (Egypt)



**Business Fundamentals**

**Ref:** 3255768_210550 **Date:** 22 – 26 November 2026 **Location:** Cairo (Egypt) **Fees:** 4200 GBP

## Introduction

This course is designed to develop strategic communication, business understanding, and analytical capability in a connected and practical way. It focuses on helping participants communicate with greater clarity by first understanding the business context, then constructively challenging ideas using knowledge, evidence, and structured thinking.

The course combines interpersonal communication, business structure awareness, data handling, analysis, and reporting. Participants will learn how to engage more effectively with stakeholders, ask stronger questions, understand the priorities of different business functions, and convert information into clear written and verbal messages.

The program is built around two complementary learning areas. The first focuses on the interpersonal side of communication, including listening, dialogue management, trust-building, and constructive challenge. The second focuses on business understanding, data analysis, reporting, and the ability to present insights in a way that supports decision-making.

## Course Objectives

By the end of this course, participants will be able to:

- Understand the business context before preparing messages or engaging in discussions.
- Analyze stakeholder needs before written or verbal communication.
- Challenge ideas constructively using knowledge, insight, and evidence.
- Apply the “What, How, Why” approach to build clear and logical messages.
- Use the Golden Circle model to communicate ideas with stronger purpose and impact.
- Improve written and verbal communication in business settings.
- Build a deeper understanding of different business functions before engaging with stakeholders.
- Ask more relevant questions to uncover real business needs.
- Convert scattered information into structured messages, reports, and presentations.
- Improve efficiency in data handling, analysis, and reporting.
- Prepare concise reports and presentations that support management discussions.
- Connect communication, analysis, and business objectives in a more strategic way.



## Course Outlines

### Day 1: Strategic Communication and Context Understanding.

- Understanding strategic communication in business environments.
- Differentiating between sharing information and building meaningful messages.
- Understanding context before responding, writing, or presenting.
- Defining the purpose, audience, and expected outcome of communication.
- Identifying missing information before challenging an idea.
- Applying deep listening and clarification techniques.
- Challenging ideas without creating resistance or tension.
- Practical exercise on rewriting a business message based on context.

### Day 2: Structuring Clear and Impactful Messages.

- Applying the "What, How, Why" framework in business communication.
- Using the Golden Circle model to explain ideas and proposals.
- Structuring messages from purpose to logic and supporting details.
- Building clear arguments to support opinions and recommendations.
- Differentiating between facts, opinions, analysis, and conclusions.
- Writing concise messages for management and stakeholders.
- Improving written communication in memos, emails, and short reports.
- Practical application of writing a structured and persuasive business message.

### Day 3: Understanding Business Functions Before Stakeholder Engagement.

- Reading the organization's structure and understanding departmental connections.
- Understanding the role of finance, operations, human resources, marketing, procurement, and projects.
- Identifying the priorities of each function before meetings.
- Adapting communication language to stakeholder interests.
- Preparing smart questions before proposing solutions.
- Managing different perspectives between departments.
- Building conversations linked to operational and financial outcomes.
- Case study on engaging stakeholders from different business functions.

### Day 4: Data Analysis and Decision-Support Reporting.

- Organizing data before analysis or presentation.
- Differentiating between useful data and low-impact information.
- Using tables and indicators to clarify findings.
- Analyzing trends, gaps, and repeated observations.
- Turning data into clear conclusions.
- Preparing short reports that connect numbers with business meaning.
- Improving reporting and presentation efficiency through practical tools.
- Workshop on converting raw data into a concise management report.



### Day 5: Integrating Communication, Analysis, and Influence.

- Connecting the message with analysis and business objectives.
- Preparing verbal presentations based on clear logic.
- Presenting recommendations in a persuasive and reviewable way.
- Managing questions and objections during meetings.
- Using constructive dialogue to develop ideas rather than reject them quickly.
- Preparing stakeholder communication plans before and after meetings.
- Final application on analyzing a business case and preparing a message, report, and short presentation.
- Reviewing participant action plans for improving communication and analysis at work.

## Why Attend This Course: Wins & Losses!

- Improve the ability to communicate after understanding the full context.
- Develop a more professional approach to challenging ideas.
- Build clearer and more logical written and verbal messages.
- Use practical frameworks to organize ideas before presenting them.
- Improve the quality of stakeholder meetings.
- Gain stronger understanding of business functions before giving input or recommendations.
- Increase efficiency in data analysis and reporting.
- Turn information into insights that can support management decisions.
- Reduce misunderstandings caused by incomplete or unclear messages.
- Support decision-making through better-connected communication and analysis.
- Build confidence when presenting ideas to managers and teams.
- Improve productivity in preparing memos, reports, and presentations.

## Conclusion

This course provides an integrated training experience that combines strategic communication, business understanding, and data analysis. It does not focus only on improving writing or speaking. It develops the way participants think before communicating, structure their messages, and support their ideas with relevant information and analysis.

The program moves from understanding context and building constructive dialogue to using communication frameworks, understanding business functions, analyzing data, preparing reports, and delivering a final application that combines message clarity, business analysis, and presentation impact.

The course also reflects the need for a balanced delivery approach. One part focuses on the interpersonal and communication side, while the other strengthens business structure, analysis, and corporate reporting capability.

**By the end of the course, participants will be better able to engage stakeholders with greater awareness, prepare more impactful messages and reports, analyze information more efficiently, and present ideas and recommendations based on clear context, structured thinking, and organized data.**

