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Effective Communication, Communication Etiquette, and Business Etiquette

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Tunis (Tunisia)



Effective Communication, Communication Etiquette, and Business Etiquette

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Introduction

Effective communication plays a central role in workplace performance, leadership effectiveness, employee engagement, and professional relationships. Organizations depend on clear communication to coordinate responsibilities, support decision-making, manage expectations, and maintain productive relationships with employees, executives, clients, and external stakeholders. When communication is unclear or poorly managed, it can lead to misunderstandings, conflict, delays, and reduced trust across the organization.

The Effective Communication, Communication Etiquette, and Business Etiquette course is designed to help professionals communicate with greater clarity, confidence, and professionalism in different business situations. It combines practical communication techniques with workplace etiquette, business protocol, leadership communication, meeting management, presentation skills, persuasion, feedback, and conflict resolution.

The course is suitable for executives, managers, team leaders, supervisors, and professionals working across government entities and private organizations. It is also relevant to employees in sectors such as oil and gas, banking and financial services, telecommunications, human resources, project management, marketing, sales, and customer service.

Participants will learn how to adjust their communication style according to the audience, situation, and organizational level. They will also examine how professional conduct, cultural awareness, and communication etiquette influence workplace credibility and business relationships. Practical exercises, discussions, simulations, and real business cases are used throughout the course to reinforce learning and support direct workplace application.

Course Objectives

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



- Understand the principles of effective communication and their impact on workplace performance.
- Identify common communication barriers and apply appropriate methods to overcome them.
- Adapt communication styles to different audiences, professional roles, and business situations.
- Apply active listening techniques to improve understanding and reduce miscommunication.
- Communicate professionally with employees, colleagues, managers, executives, and clients.
- Use appropriate verbal, written, nonverbal, and digital communication methods.
- Apply communication etiquette in emails, telephone calls, meetings, presentations, and virtual interactions.
- Demonstrate professional business etiquette in formal and informal workplace settings.
- Lead meetings and professional discussions in a structured and productive manner.
- Prepare and deliver clear, focused, and impactful business presentations.
- Apply persuasion and influencing techniques to support decisions and gain stakeholder commitment.
- Build stronger professional relationships based on trust, respect, and credibility.
- Provide constructive feedback that supports employee performance and development.
- Manage difficult conversations without increasing tension or damaging working relationships.
- Handle workplace conflict through professional dialogue and collaborative problem-solving.
- Recognize the influence of cultural differences on business communication and professional conduct.
- Apply international best practices in business etiquette and workplace behaviour.
- Evaluate personal communication strengths and identify areas for further development.
- Apply the course concepts through practical activities and real-life workplace scenarios.

Course Outlines

Day One: Foundations of Effective Workplace Communication

- Understanding the role of communication in organizational and individual performance.
- Examining the communication process and the factors that influence message delivery.
- Identifying verbal, written, nonverbal, and digital communication channels.
- Recognizing personal, cultural, emotional, and organizational communication barriers.
- Understanding different communication styles in the workplace.
- Distinguishing between passive, aggressive, passive-aggressive, and assertive communication.
- Applying clear, concise, and audience-focused communication.
- Selecting the appropriate communication channel for different workplace situations.
- Understanding the role of tone, body language, facial expressions, and eye contact.
- Adapting communication according to professional roles and levels of authority.
- Applying active listening techniques to improve understanding and cooperation.
- Practising questioning, clarification, paraphrasing, and summarizing techniques.
- Analysing a workplace communication case involving unclear expectations and responsibilities.



Day Two: Communication Etiquette and Professional Business Conduct

- Understanding the relationship between communication etiquette and professional credibility.
- Applying professional email structure, tone, and response standards.
- Writing clear subject lines, introductions, requests, and closing statements.
- Managing the professional use of copying, forwarding, attachments, and confidential information.
- Applying telephone etiquette during internal and external business calls.
- Managing virtual meetings with appropriate professional behaviour.
- Using workplace messaging platforms responsibly and effectively.
- Understanding the principles of business etiquette in professional settings.
- Applying appropriate introductions, greetings, titles, and forms of address.
- Demonstrating professional conduct during meetings, client visits, and official events.
- Communicating professionally with senior executives and important stakeholders.
- Managing confidentiality and sensitive information during workplace communication.
- Recognizing common communication etiquette mistakes and their organizational impact.
- Reviewing professional and unprofessional communication examples.

Day Three: Leadership Communication, Meetings, and Presentations

- Understanding the role of communication in effective leadership.
- Communicating goals, priorities, responsibilities, and expectations clearly.
- Adjusting leadership communication to employees, managers, and executives.
- Communicating organizational decisions and changes professionally.
- Preparing meetings by defining objectives, participants, agendas, and expected outcomes.
- Opening and facilitating meetings in a structured manner.
- Encouraging participation while maintaining focus and control.
- Managing interruptions, disagreement, silence, and dominant participants.
- Asking effective questions to support discussion and decision-making.
- Summarizing discussions and confirming responsibilities and action points.
- Structuring business presentations around audience needs and key messages.
- Using supporting evidence, examples, and visual content effectively.
- Delivering presentations with appropriate voice, pace, and body language.
- Handling audience questions professionally and confidently.
- Conducting a simulated meeting and presentation exercise.



Day Four: Persuasion, Influence, Feedback, and Relationship Building

- Understanding the difference between persuasion, influence, negotiation, and authority.
- Identifying stakeholder interests, concerns, priorities, and expectations.
- Building persuasive messages based on evidence and business value.
- Presenting recommendations in a clear and decision-oriented format.
- Adapting influencing approaches to different personalities and organizational levels.
- Communicating with senior executives in a concise and focused manner.
- Building credibility through consistency, reliability, and professional behaviour.
- Developing rapport with colleagues, clients, and external stakeholders.
- Strengthening professional relationships while maintaining appropriate boundaries.
- Providing constructive feedback based on specific behaviour and measurable impact.
- Receiving feedback professionally without becoming defensive.
- Managing performance-related discussions with fairness and clarity.
- Responding to stakeholder resistance and objections.
- Applying negotiation and influencing techniques in workplace situations.
- Completing a role-play involving a proposal, objection, and negotiated agreement.

Day Five: Difficult Conversations, Conflict Management, and Practical Application

- Identifying the common causes of difficult workplace conversations.
- Preparing for sensitive discussions by gathering facts and defining outcomes.
- Opening difficult conversations using neutral and professional language.
- Managing emotions during tense or confrontational discussions.
- Distinguishing between facts, assumptions, perceptions, and personal opinions.
- Using active listening to understand concerns and reduce misunderstanding.
- Responding to defensiveness, anger, blame, silence, and avoidance.
- Applying structured approaches to workplace conflict resolution.
- Identifying common interests and developing practical solutions.
- Managing disagreement between employees, teams, managers, and clients.
- Communicating performance concerns and missed expectations professionally.
- Documenting agreements, responsibilities, and follow-up actions.
- Applying cross-cultural awareness in sensitive communication situations.
- Participating in a realistic workplace conflict simulation.
- Reviewing the main principles of communication etiquette and business etiquette.
- Completing a final practical assessment based on a business case study.
- Developing a personal communication improvement plan.



Training Methodology

- Facilitator-led presentations to explain key concepts related to effective communication, communication etiquette, business etiquette, leadership communication, and professional conduct.
- Interactive discussions that allow participants to exchange experiences and examine communication challenges from different organizational environments.
- Practical exercises focused on active listening, questioning, clarification, assertive communication, and message delivery.
- Role-playing activities involving employee discussions, executive interactions, client meetings, feedback conversations, and conflict situations.
- Business case studies based on realistic communication problems, professional misunderstandings, and workplace etiquette issues.
- Meeting simulations that allow participants to practice agenda management, discussion control, participation, decision-making, and action planning.
- Presentation exercises to strengthen message structure, delivery, body language, audience engagement, and response to questions.
- Email and written communication activities to improve tone, clarity, structure, professionalism, and digital communication etiquette.
- Persuasion and influencing exercises that help participants present recommendations, manage objections, and build stakeholder support.
- Conflict-management scenarios focused on difficult conversations, emotional responses, disagreement, and collaborative problem-solving.
- Cross-cultural communication activities that examine differences in professional behaviour, protocol, hierarchy, and business expectations.
- Individual and group feedback to identify communication strengths, correct ineffective practices, and support continuous improvement.
- Self-assessment tools that help participants evaluate their communication styles and professional development needs.
- A final integrated business scenario that enables participants to apply the main skills covered throughout the course.
- A personal action plan that supports the transfer of learning into the participant's workplace.



Why Attend this Course: Wins & Losses!

- Improve the clarity and effectiveness of workplace communication.
- Strengthen communication with employees, managers, executives, and clients.
- Develop more professional email, telephone, and virtual communication habits.
- Improve active listening and questioning skills.
- Lead meetings and discussions in a more structured manner.
- Deliver clearer and more impactful business presentations.
- Strengthen persuasion and influencing abilities.
- Build professional relationships based on trust and credibility.
- Provide and receive feedback more effectively.
- Handle difficult conversations with greater confidence.
- Manage workplace conflict through structured communication.
- Increase awareness of international business etiquette and professional conduct.
- Reduce misunderstandings caused by unclear messages or inappropriate communication channels.
- Apply practical techniques directly in daily workplace situations.

Conclusion

The Effective Communication, Communication Etiquette, and Business Etiquette course provides professionals with a structured approach to improving communication across different workplace situations and organizational levels. The course addresses the communication skills required to work effectively with employees, colleagues, managers, executives, clients, and external stakeholders.

Participants examine the foundations of effective communication, including communication styles, active listening, questioning, clarification, and audience adaptation. They also learn how verbal, written, nonverbal, and digital communication can influence understanding, professional credibility, and workplace relationships.

A significant part of the course focuses on communication etiquette and business etiquette. Participants explore professional standards for emails, telephone calls, virtual meetings, formal interactions, workplace messaging, client communication, and executive-level engagement. The course also addresses business protocol, confidentiality, cultural awareness, and appropriate professional conduct.

Leadership communication, meeting management, and presentation skills are covered through practical methods that help participants communicate priorities, lead discussions, present recommendations, and manage audience questions. Persuasion, influence, feedback, and relationship-building are also examined as essential skills for achieving cooperation and supporting organizational decisions.

The final part of the course addresses difficult conversations and workplace conflict. Participants learn how to prepare for sensitive discussions, manage emotional responses, distinguish facts from assumptions, handle disagreement, and develop practical solutions. Simulations and case studies allow participants to apply these techniques in realistic business situations.

By completing the course, participants gain a practical set of communication tools that can be applied in meetings, presentations, employee discussions, client interactions, and daily workplace activities. The course supports clearer communication, stronger professional relationships, more effective leadership, and improved coordination across the organization.

