BLACKBIRD FOR TRAINING

Improving Communication Skills

16 – 20 May 2027
Cairo (Egypt)



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Introduction

All human interactions are a form of communication. In the business world, nothing can be achieved without effectively communicating with employers, employees, clients, suppliers, and customers. If you look at the most successful business people in the world, you will see people who have mastered the art of communication. And that's the difference between being a good communicator and being an advanced communicator - advanced communication is a true art form. It requires practice, finesse, and a skill set that goes beyond those that the average person possesses.

This course is designed for individuals looking to improve their communication skills and elevate them to an advanced level. Whether you want to improve communication skills in relationships or apply communication strategies in the workplace, this course provides the tools and techniques to help you enhance communication skills and make a lasting impact.

Course Objectives

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

- Differentiate between communication skills and advanced communication skills, and understand their application in various professional and personal contexts.
- Master the basics of communication, including the communication process, types of communication, and its essential elements.
- Level up communication skills by learning advanced techniques for engaging, influencing, and connecting with others.
- Gain the ability to build rapport and use it to strengthen relationships and interactions.
- Learn advanced communication tools and methods to improve communication effectiveness and reach your goals.

Course Outlines

Day 1: Introduction to Advanced Communication Skills



- What is the difference between communication skills and advanced communication skills?
- Explore the importance of communication in business and how effective communication strategies impact success.
- Review communication basics:
    - Communication process: how information flows from one person to another.
    - Elements of communication: verbal and non-verbal cues, tone, and body language.
    - How to improve communication skills by practicing the core elements.

Day 2: Examining the Communication Process

- Understanding different types of communication: verbal, non-verbal, and written.
- How filters such as beliefs and assumptions can impact communication.
- Internal map, internal state, and behavior: understanding their role in influencing responses and actions.
- The importance of effective communication in relationships.

Day 3: Internal Representation and Perception

- Understanding internal representations: how we mentally organize information and perceive the world.
- Using language as a representational system to communicate effectively.
- Recognizing different representational systems Visual, Auditory, Kinaesthetic, and Auditory Digital.
- Using eye movements to determine representational systems and improve communication.
- Verbal cues and phrases for better communication with each system.

Day 4: Building Rapport

- The six steps to building rapport: establishing trust, connection, and mutual understanding.
- Calibration: adjusting your communication style based on the listener's feedback and responses.
- Perceptual positions: understanding others' viewpoints to enhance communication and cooperation.

Day 5: Tools for Advanced Communication

- Reframing: a technique to shift perspectives and guide conversations in a more productive direction.
- Linguistic tools for advanced communication, including how to use language to influence others effectively.
- Practical exercises for applying advanced communication tools in real-life scenarios.



Why Attend this Course? Wins & Losses!

- Learn how to improve communication skills in a variety of professional contexts, including relationships and team collaboration.
- Acquire advanced communication skills that will enhance your ability to connect, influence, and lead.
- Gain actionable tools for creating a communication plan for effective messaging.
- Master cross-cultural communication techniques to communicate effectively with diverse teams and clients.
- Understand the importance of communication in achieving personal and professional goals, and how to create a communication strategy that aligns with your objectives.

Conclusion

This improve communication skills course will equip you with the knowledge and strategies to become a highly effective communicator. Whether you are looking to improve communication skills in relationships or master communication strategies at work, this course will help you achieve your goals. You will leave with practical tools, advanced communication techniques, and the confidence to apply them to any conversation.

Don't miss this opportunity to transform your communication abilities and become an influential communicator in your personal and professional life.

