



Effective Business Communication: Mastering Interpersonal Skills and Strategies

04 - 08 Jan 2027
Casablanca



Effective Business Communication: Mastering Interpersonal Skills and Strategies

Ref.: 36039_3731 **Date:** 04 - 08 Jan 2027 **Location:** Casablanca **Fees:** 4100 **Euro**

Business Communication Skills Overview:

The "Business Communication Skills" course is designed to enhance interpersonal communication, communication strategy, and leadership communication skills in the corporate environment. This comprehensive training program offers a deep understanding of communication concepts and practical techniques that can be applied across departments and industries.

Target Audience:

- Managers and team leaders seeking to improve their communication skills for effective leadership.
- Project managers looking to enhance their communication strategies and interpersonal skills.
- Professionals aiming to develop strong communication and interpersonal skills in the workplace.
- Executives and leaders who want to refine their communication style to drive organizational success.
- Individuals interested in advancing their career by mastering business communication.

Targeted Organizational Departments:

- Leadership and management teams
- Project management teams
- Cross-functional departments
- Human resources and talent development



Targeted Industries:

- Technology and IT
- Financial services
- Healthcare and pharmaceuticals
- Consulting and professional services
- Manufacturing and engineering

Course Offerings:

Participants will be able to:

- Apply effective interpersonal communication strategies in various workplace scenarios.
- Develop and implement a communication strategy that aligns with organizational goals.
- Enhance leadership communication skills to inspire and motivate teams.
- Navigate interdepartmental communication challenges and foster collaboration.
- Utilize emotional intelligence in communication to build stronger relationships.
- Manage crisis communication effectively and maintain stakeholder trust.

Training Methodology:

The course employs a dynamic approach, combining interactive sessions, case studies, group work, and feedback sessions. Participants will engage in practical exercises to reinforce learning and develop their communication skills. The training will also provide opportunities for self-reflection and review to ensure continuous improvement.

Course Toolbox:

- Comprehensive course workbook with practical exercises and reference materials.
- Reading materials and recommended resources for further learning.
- Online communication tools and platforms to support interactive sessions.
- Templates and checklists for effective communication planning and execution.

Course Agenda:

Day 1: Understanding Business Communication

- Topic 1: Defining business communication
- Topic 2: Importance of effective communication in the workplace
- Topic 3: Different types of business communication
- Topic 4: Communication barriers and how to overcome them
- Reflection & Review: Consolidating Key Learnings on Understanding Business Communication

Day 2: Writing Skills for Business Communication

- Topic 5: Writing emails, memos, and business letters
- Topic 6: Writing effective reports and proposals
- Topic 7: Developing a writing style for business communication
- Topic 8: Proofreading and editing
- Reflection & Review: Integrating Writing Skills for Business Communication

Day 3: Oral Communication Skills - Technology and Communication

- Topic 9: Public speaking and delivering presentations
- Topic 10: Effective listening and feedback
- Topic 11: Nonverbal communication
- Topic 12: Communication in meetings
- Topic 13: Advantages and disadvantages of different communication technologies
- Topic 14: Using social media for business communication
- Topic 15: Teleconferencing and videoconferencing
- Topic 16: Email etiquette and security
- Reflection & Review: Assessing Oral Communication Skills and Technology in Communication



Day 4: Intercultural Communication - Ethics in Business Communication

- Topic 17: Understanding cultural differences in communication
- Topic 18: Avoiding stereotypes and biases
- Topic 19: Nonverbal communication across cultures
- Topic 20: Building relationships with international partners and clients
- Topic 21: Ethical communication practices
- Topic 22: Confidentiality and privacy in communication
- Topic 23: Legal Considerations in business communication
- Topic 24: Handling sensitive information and conflicts
- Reflection & Review: Evaluating Intercultural Communication and Ethics in Business Communication

Day 5: Communication and Leadership and Change Management

- Topic 25: Communication as a leadership skill
- Topic 26: Motivating and inspiring others through communication
- Topic 27: Resolving conflicts and negotiating effectively
- Topic 28: Managing a diverse team through effective communication
- Topic 29: Communication strategies for managing change
- Topic 30: Communicating during a crisis or emergency
- Topic 31: Managing resistance to change through effective communication
- Topic 32: Building a Culture of Communication and Innovation
- Reflection & Review: Consolidating Course Learnings and Action Planning for Continued Communication Growth

How This Course is Different from Other Business Communication Courses:

Unlike traditional communication courses, "Business Communication Skills" goes beyond the basics of business communication. It covers a wide range of essential topics, including understanding cultural differences, ethics in business communication, oral communication skills, and the integration of technology. Additionally, the course emphasizes the role of communication in leadership and change management, equipping participants with the skills to inspire, motivate, and navigate through organizational transformation. By combining these diverse areas, this course offers a comprehensive and unique approach to mastering business communication skills.



Training Course Categories

Agile PM and Project Management Training Courses

Certified Courses By International Bodies

Communication and Public Relations Training Courses

Data Analytics Training and Data Science Courses

Environment & Sustainability Training Courses

Finance and Accounting Training Courses

Governance, Risk and Compliance Training Courses

Human Resources Training and Development Courses

IT Security Training & IT Training Courses

Leadership and Management Training Courses

Legal Training, Procurement and Contracting Courses

Maintenance Training and Engineering Training Courses

Marketing, Customer Relations, and Sales Courses

Occupational Health, Safety and Security Training Courses

Personal & Self-Development Training Courses

Quality and Operations Management Training Courses

Secretarial and Administration Training Courses



Training Cities

Accra Ghana	Al Jubail Saudi Arabia	Amman Jordan
Amsterdam Netherlands	Athens Greece	Baku Azerbaijan
Bangkok Thailand	Barcelona Spain	Berlin Germany
Cairo Egypt	Cape town South Africa	Casablanca Morocco
Chicago USA	Doha Qatar	Dubai UAE
Frankfurt Germany	Geneva Switzerland	Istanbul Turkey
Jakarta Indonesia	Johannesburg South Africa	Kuala Lumpur Malaysia
Kuwait Kuwait	Langkawi Malaysia	Lisbon Portugal
London UK	Madrid Spain	Manama Bahrain
Marbella Spain	Milan Italy	Montreux Switzerland
Munich Germany	Muscat Oman	Nairobi Kenya
New York USA	Paris France	Phuket Thailand
Porto Portugal	Prague Czech Republic	Riyadh Saudi Arabia



Training Cities

Rome

Italy

San Diego

USA

Seoul

South Korea

Sharm El-Sheikh

Egypt

Singapore

Singapore

Tashkent

Uzbekistan

Tbilisi

Georgia

Tokyo

Japan

Toronto

Canada

Trabzon

Turkey

Vienna

Austria

Zanzibar

Tanzania

Zoom

Online Training