



تحكم في الاتصال الاستراتيجي في الأعمال باللغة العربية: دليل النجاح

Duration: 5 Days

Language: ar

Course Code: IND11-111

Objective

:Upon completion of this course, participants will be able to

- Master diverse communication styles for improved understanding and rapport.
 - Develop effective written communication for reports, proposals, and emails.
 - Enhance presentation skills to deliver persuasive business presentations.
 - Navigate and manage cross-cultural communication challenges.
 - Utilise emotional intelligence in professional interactions.

Audience

:This course is intended for

- Professionals with evolving communication responsibilities.
- Individuals seeking to improve their communication skills in managerial roles.
 - Those reporting to senior executives or the board.

Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension. Including

- Interactive lectures and discussions.
- Real-world case studies and examples.
- Group projects and collaborative exercises.
- Hands-on training with communication tools and frameworks.

Summary

This comprehensive course focuses on developing advanced business communication skills crucial for organisational success. Participants will learn practical tools and techniques to enhance their communication effectiveness, from verbal and nonverbal cues to written and digital communication. The course emphasises understanding various communication styles, improving presentation skills, and managing cross-cultural interactions to achieve professional objectives confidently.

Course Content & Outline

Section 1: Introduction to Business Communication

- Importance of effective communication in business
 - Barriers and pitfalls in communication
 - Overview of communication channels and styles

Section 2: Verbal and Non-Verbal Communication

- Enhancing verbal communication skills

- Understanding and using body language effectively
 - The role of tone and voice in communication

Section 3: Written Communication Techniques

- Writing effective business letters and emails
- Creating professional reports and proposals
- Managing and structuring written communication

Section 4: Presentation Skills

- Characteristics of effective presentations
- Structuring and delivering persuasive presentations
- Using visual aids and handling audience questions

Section 5: Cross-Cultural Communication

- Navigating cultural differences in communication
- Strategies for effective cross-cultural interactions
- Case studies on cross-cultural communication challenges

Section 6: Emotional Intelligence and Communication

- Understanding emotional intelligence in communication
 - Building empathy and active listening skills
 - Managing conflicts and difficult conversations

Certificate Description

عند إتمام هذه الدورة التدريبية بنجاح، سيحصل المشاركون على شهادة إتمام التدريب من Holistique Training. وبالنسبة للذين يحضرون ويكملون الدورة التدريبية عبر الإنترنت، سيتم تزويدهم بشهادة إلكترونية (e-Certificate) من Holistique Training.

وخدمة اعتماد التطوير المهني (BAC) معتمدة من المجلس البريطاني للتقييم Holistique Training شهادات

ISO 29993. ISO 14001 أو ISO 21001 كما أنها معتمدة وفق معايير (CPD) المستمر.

لهذه الدورة من خلال شهادتنا، وستظهر هذه النقاط على شهادة إتمام (CPD) يتم منح نقاط التطوير المهني المستمر واحدة عن كل ساعة CPD يتم منح نقطة CPD ووفقاً لمعايير خدمة اعتماد Holistique Training. التدريب من لأي دورة واحدة نقدمها حالياً CPD حضور في الدورة. ويمكن المطالبة بحد أقصى قدره 50 نقطة.

Categories

خدمة العملاء والعلاقات العامة، الإعلام والتسويق

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