Introduction

Effective communication is a cornerstone of success in any professional setting. This course is designed to enhance both communication and influencing abilities, helping individuals become adept at steering discussions and outcomes in their favor. The training emphasizes the relationship between conveying messages and shaping outcomes, making it a valuable asset for professional development. By honing effective communication, listening, and influencing techniques, participants will be able to assert their perspectives without confrontation, mastering the art of professional influence.

This program is particularly beneficial for individuals seeking to refine their collaborative and leadership skills, making it an excellent choice for managers, supervisors, team leaders, and employees across all departments.

Targeted Groups

This course is ideal for:

- **Managers, Supervisors, and Team Leaders**
- **Human Resources Staff**
- **Employees across all departments**

Course Objectives

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

- Use effective communication skills to leverage personal strengths and understand when to apply different methodologies.
- Influence others positively without using power-plays or applying direct pressure.
- Improve communication with employees through proactive, win-win strategies.
- Enhance communication and listening skills in discussions and meetings.
- Speak and write clearly, making key messages understandable and improving workplace communication.
- Encourage others to express contrary views and respond receptively through nonverbal communication.
- Balance talking and listening to create a more inclusive and engaging environment.
- Prepare and deliver effective presentations to key decision-makers.
- Use proactive, win-win strategies to move others.

Targeted Competencies

Upon completion of the course, participants will have gained competencies in:

- **Communication Skills**
- **Negotiation Skills**
- **Presentation Skills**

- **Listening and Speaking Skills**

Course Content

Unit 1: Personal Inner Communication Essentials

- **What is Effective Communication and Influence?**
- Discover the power of **Non-Verbal Communication** for impact and influence.
- Controlling your **subconscious mind** to communicate effectively.
- Understanding the **communication cycle** and analyzing the **Communication Pyramid**.
- The power of **words** in the communication process.
- Explore the **I-A-D-A** communication format.
- How to leverage the brain’s role in communication.
- Keys to **successful public speaking** and how to develop and present a vital speech.
- Learn how to dress **professionally** and appropriately.
- Tips for maintaining proper **body posture**.
- How to use your **voice** effectively and the power of illustrations and stories.
- Overcoming **public speaking fears** and improving **active listening**.
- The power of **influence** in communication.

Unit 2: Understanding Communication and Persuasion

- Keys to **successful public speaking**.
- The impact of **illustrations and stories** in communication.
- Overcoming **public speaking fears** to communicate confidently.

Unit 3: Communicating and Presenting Effectively

- How to organize and present a **computer/PowerPoint presentation**.
- Techniques for presenting to a **cross-cultural audience**.
- Using **positive visual imagery** and **telephone communication** professionally.
- Organizing your presentation for maximum impact.
- The importance of **visual communication** and the psychology of the **smile** in communication.
- Strategies for **audience analysis** and presenting with engagement.

Unit 4: Communication Strategies for Professional Excellence

- How to make effective decisions in the **communication process**.
- **Strategic communication** and **negotiation skills**.
- The **9 Keys to Making an Effective Presentation**.
- How to develop a **systematic filing system** for communication.
- Best practices for **obtaining good source material** for communication purposes.

Unit 5: Applying Personal Influence and Persuasion

- Analyze the **nine strategic principles** for effective communication.
- Apply **soft skills** for interpersonal communication into a **Plan of Action**

for personal and organizational growth.
- Proactive approaches to making things happen.
- **Essential communication practices** for ongoing success and improvement.

Conclusion

This course equips participants with the skills to influence, persuade, and communicate more effectively in their professional environments. By enhancing both communication and interpersonal strategies, participants will become more impactful, improving their ability to lead, collaborate, and present in a range of situations. The tools and techniques offered in this course are designed to elevate professional communication, making it a key asset for success in any organizational context.