



*Training Course:
Advanced Executive Secretarial: The Art of
Dialogue - The Power of Communication*

*21 - 25 July 2025
Casablanca (Morocco)
New Hotel*

Training Course: Advanced Executive Secretarial: The Art of Dialogue - The Power of Communication

Training Course code: OM235536 From: 21 - 25 July 2025 Venue: Casablanca (Morocco) - New Hotel Training Course
Fees: 4500 € Euro

Introduction:

In the modern workplace, executive secretaries hold positions of great responsibility, acting as the backbone of executive operations and being key communicators between senior leaders and the rest of the organization. As the business world continues to evolve, so does the need for executive secretaries to master advanced communication techniques. Effective dialogue, strategic communication, and influencing skills are now critical tools that can enhance relationships, drive outcomes, and ensure smooth organizational operations.

The Advanced Executive Secretarial: The Art of Dialogue - The Power of Communication program is specifically designed to provide executive secretaries with the skills necessary to excel in high-pressure environments. Through a combination of theory and practice, this program will help participants hone their dialogue skills, improve interpersonal communication, and effectively navigate difficult conversations. Participants will learn to listen more effectively, engage with confidence, and use the power of communication to influence outcomes positively.

Target Audience:

- Executive secretaries
- Administrative assistants
- Personal assistants
- Office managers
- Administrative professionals seeking to enhance communication and interpersonal skills
- Individuals aspiring to move into high-level administrative roles

Objectives:

- Master the core principles of effective dialogue and communication.
- Develop strategies to manage professional relationships and handle conflict with tact and diplomacy.
- Enhance active listening skills to foster better understanding and collaboration.
- Learn techniques to influence others positively and build trust through communication.
- Refine written and verbal communication skills for both formal and informal business settings.
- Build confidence in handling complex conversations with senior executives, clients, and team members.

Outlines:

Day 1:

Fundamentals of Executive Communication

- Introduction to the evolving role of an executive secretary in modern organizations.
- Understanding the principles of effective communication: clarity, brevity, and impact.
- Key differences between dialogue, debate, and discussion.
- Developing self-awareness: How personal communication style impacts relationships.
- Introduction to verbal and non-verbal communication techniques.

Day 2:

Mastering the Art of Dialogue

- The power of dialogue in executive environments: Building trust and rapport.
- Techniques for structuring effective conversations.
- The role of emotional intelligence in successful communication.
- Active listening skills: Listening to understand, not just respond.
- Practicing empathy and diplomacy in conversations.

Day 3:

Handling Difficult Conversations and Conflict Resolution

- Managing difficult conversations with confidence and professionalism.
- Strategies for de-escalating tension and resolving conflicts.
- Techniques for giving and receiving constructive feedback.
- How to manage conversations under pressure and navigate office politics.
- Case studies and role-playing exercises for conflict resolution.

Day 4:

Influencing and Persuasion in Executive Communication

- Understanding the psychology of persuasion and influence.

- How to communicate with authority and assertiveness without being aggressive.
- Techniques for presenting ideas effectively to senior management and executives.
- Crafting messages that resonate and inspire action.
- Persuasion through storytelling: How to use narrative techniques in business communication.

Day 5:

Effective Business Communication in the Digital Age

- Crafting professional written communication: Emails, reports, and formal correspondence.
- Mastering virtual communication: Leading and participating in remote meetings.
- Managing multiple communication channels: Email, phone, instant messaging, and face-to-face.
- Building a personal communication strategy for continued professional growth.
- Course review and final interactive group session to practice learned skills.

Registration form on the Training Course: Advanced Executive Secretarial: The Art of Dialogue - The Power of Communication

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