



*Training Course:
Communicate Openly, Negotiate, Influence &
Persuade*

*7 - 11 July 2025
Casablanca (Morocco)
New Hotel*

Training Course: Communicate Openly, Negotiate, Influence & Persuade

Training Course code: PS1127 From: 7 - 11 July 2025 Venue: Casablanca (Morocco) - New Hotel Training Course Fees: 4500 € Euro

Introduction

This seminar focuses on areas of communication and persuasion which will help delegates to be more effective in the organizational context. By understanding the key concepts of internal communication and how these skills contribute to influencing and persuading others in the organization, delegates will be able to turn more outcomes in their favor.

The following are the highlights of the program:

- Understand communication and persuasion and what impact they have on an organization's ability to function.
- Be able to use communication and influence to improve an organization's productivity, profitability, morale, etc.
- Increase self-awareness and develop the skills to deal confidently and professionally with colleagues and customers.
- Learn how to speak eloquently and convincingly.
- Be able to prepare and deliver strong and persuasive speeches and presentations.

Course Objectives of Communicate Openly, Negotiate, Influence & Persuade

Encourages open expression of ideas; asks questions; listens effectively, ensures a smooth flow of information between self and others through clear speaking and writing.

- Balances talking and listening, giving others time to contribute.
- Uses effective listening techniques.
- Speaks and writes clearly and concisely; makes key messages understandable.
- Encourages others to express contrary views.
- Communicates receptively to others' ideas through nonverbal behavior e.g., eye contact, nodding, open and relaxed posture.
- Clarifies what people say to ensure own understanding.
- Keeps others appropriately informed e.g., supervisors, staff, other work units.

By the end of this program, delegates will be able to:

- Tap into their personal strengths in communicating and know when to invoke different methodologies
- Understand ways of influencing others without resorting to power-plays and applying direct pressure
- Persuade other people by the use of pro-active, win-win strategies
- Draw upon professional communication and presentation skills to create a winning impression in discussions and meetings
- Plan and prepare businesslike presentations with ease and be able to tap into key decision-makers during and after the presentation

Course Methodology of Communicate Openly, Negotiate, Influence & Persuade

The seminar is designed as a highly interactive series of sessions that build on the Delegates' current skills and experience. Communication and Presentation practice is handled using Real-Play; a system like role-playing but using Real World examples and people. At all times, the facilitator will draw on real-world Work-experience as well as Leadership Theory to bring points to life.

Organisational Impact of Communicate Openly, Negotiate, Influence & Persuade

Organisations can expect delegates to;

- Return to work with new found confidence in internal communication
- Proactively represent the Company in presentations and key-note addresses in their key fields
- Plan and prepare more effective meetings, presentations, communications and briefs
- Make better and quicker decisions and be able to communicate the benefits more clearly
- Communicate more effectively and with better understanding of their verbal and nonverbal impact on others

Personal Impact of Communicate Openly, Negotiate, Influence & Persuade

Delegates can expect to

- Increase their natural communication style and start to enjoy communicating
- Plan and prepare more professional presentations, meetings and communications
- Find it easier to influence and persuade others
- Recognize the impact of negotiation gambits used by themselves and others and how to turn them to their advantage
- Understand their preferred communication style and the impact of their vital non-verbal signals

Course Outlines of Communicate Openly, Negotiate, Influence & Persuade

Day 1: Personal Inner Communication Essentials

- What is Communication?
- What does effective communication mean?
- Understand the 3 major levels of Communication.
 - Intra- Personal with Oneself.
 - Inter-Personal with another Individual.
 - Inter-Active synergy with a group of persons.
- Appreciate the different fields of experience.
- Discover the power of Non-Verbal Communication.
- Study the 8 Non-Verbal empowerments.
- Understand why your personal Self-Image has a great deal to do with your presentation, language, style and content.
- Controlling your subconscious mind to communicate effectively.

Day 2: Understanding Communication and Persuasion

- Understanding the communication cycle.
- Analyse the Communication Pyramid.
- Know the power of words in the communication process.
- Discover the powerful I-A-D-A communication format.
- Understanding the brain, during the communication process.
- Understand the keys to successful public speaking.
- How to develop and present a vital speech.
- How to dress professionally and appropriately.
- Find out the right and wrong ways in body posture.
- How to use your voice effectively.
- Discover the power of illustrations and stories.

- Learn how to overcome Public speaking fears.
- How to listen actively and respond accordingly.
- Know the power of influence.

Day 3: Communicating and Presenting Effectively

- Learn how to organize your presentation.
- How to prepare and present a computer / PowerPoint presentation etc.
- What to do prior to a presentation.
- Understand the impact of Visual communication.
- Understand the psychology of the Smile in communication.
- How to present to a cross-cultural audience.
- Observe what features attract an audience.
- Learn how to analyze your audience.
- Using positive visual imaging.
- How to use the telephone effectively and professionally.

Day 4: Communication Strategies for Professional Excellence

- How to an effective decision-maker, in the communication process.
- How to use strategic communication negotiation skills.
- Discover the 9 Keys to making an effective presentation.
- Learn how to develop a systematic filing system.
- Learn how to obtain good source material.

Day 5: Applying Personal Influence and Persuasion

- Analyse the 9 strategic principles for effective communication.
- Apply these Communication principles into a "Plan of Action" for your life and incorporation into your Company infra-structure.
- How to be proactive and make things happen.

- Essential communication practices for ongoing success.

Registration form on the Training Course: Communicate Openly, Negotiate, Influence & Persuade

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Course Fees: 4500 € Euro

Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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