



*Training Course:  
Mastering Professional Communication and  
Leadership Presence*

*3 - 7 August 2025*

*Cairo (Egypt)*

*Holiday Inn & Suites Cairo Maadi, an IHG Hotel*

## Training Course: Mastering Professional Communication and Leadership Presence

Training Course code: PS236057 From: 3 - 7 August 2025 Venue: Cairo (Egypt) - Holiday Inn & Suites Cairo Maadi, an IHG Hotel Training Course Fees: 3550 € Euro

### Introduction:

This comprehensive 5-day training program, designed by Global Horizon Training Center, is crafted to elevate the professional communication and leadership presence of participants. It focuses on advanced techniques to engage clients effectively, develop strategic leadership communication, and build long-term, trust-based relationships. Delivered in a highly interactive and practical format, the program includes real-life scenarios, role-playing, and hands-on coaching to ensure participants gain confidence and expertise in managing high-stakes interactions.

### Objectives:

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

- Develop effective and professional communication skills tailored for diverse audiences.
- Enhance leadership presence and strategic communication capabilities.
- Build rapport and long-term client relationships grounded in emotional intelligence.
- Overcome cross-cultural and language barriers in communication.
- Apply negotiation, assertiveness, and advanced business communication strategies.
- Handle challenging client interactions with confidence and poise.

### Course Methodology:

- Interactive in-person workshops complemented by online participation for remote teams.
- Engaging case studies, real-life scenarios, and simulations.
- Group exercises and personalized coaching to reinforce learning.
- Immediate feedback and supportive learning environment.

### Organizational Impact:

- Improved client communication and relationship management across departments.
- Enhanced leadership presence and team performance in client interactions.
- Stronger internal collaboration and knowledge sharing within the organization.

- Increased organizational confidence in handling high-profile negotiations and cross-cultural settings.

## Target Audience:

- Senior managers, department heads, and team leaders.
- Client-facing professionals and key account managers.
- Professionals involved in client engagement, relationship management, and strategic decision-making.
- Teams supporting high-profile projects or working with diverse clients.

## Course Outline

### Day 1: Foundations of Professional Communication

- Introduction to the 7 Pillars of Effective Communication.
- Crafting clear and concise messages tailored to different audiences.
- Adapting communication styles for diverse client needs and cultural contexts.
- Building trust and credibility in professional interactions.
- Group exercise: self-assessment of current communication styles.

### Day 2: Leadership Communication and Presence

- Developing a leadership communication mindset.
- Strategic communication for senior leaders: key principles and best practices.
- Active listening and responsive communication in high-stakes environments.
- Body language, tone, and non-verbal cues in leadership.
- Role-play: practicing leadership presence in simulated boardroom scenarios.

### Day 3: Client Engagement and Relationship Building

- Establishing rapport and long-term client relationships.
- Emotional intelligence: understanding and adapting to client emotions.
- Exploring client needs and expectations: active listening and probing techniques.

- Techniques for influencing and motivating client teams and stakeholders.
- Interactive session: real-life client engagement scenarios.

#### Day 4: Advanced Business Communication Techniques

- Assertiveness and negotiation skills in client discussions.
- Preparing and delivering effective presentations and public speaking engagements.
- Managing cross-cultural communication challenges and bridging gaps.
- Writing impactful and professional business emails and reports.
- Overcoming language barriers in multicultural environments.
- Group activity: delivering a mini-presentation with constructive feedback.

#### Day 5: Practical Application and Role-Playing

- Real-life client interaction simulations tailored to participants' contexts.
- Group exercises to reinforce learning and build confidence.
- Personalized coaching and feedback from the trainer.
- Final reflection: personal communication development plans.
- Action planning: applying new skills to actual client and team scenarios.

## Registration form on the Training Course: Mastering Professional Communication and Leadership Presence

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

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Company Information

Company Name: .....  
Address: .....  
City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
- ☐ Please invoice me
- ☐ Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
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Giza, Giza Governorate,  
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