



*Training Course:
Advanced Communication and Presentation Skills*

*14 - 25 June 2027
Casablanca (Morocco)*

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Training Course code: PS1039 From: 14 - 25 June 2027 Venue: Casablanca (Morocco) - Training Course Fees: 7350 € Euro

Introduction

This highly interactive program has a dual focus. Week one combines communication and interpersonal skills and reveals tried and tested tools used by many blue-chip companies that generate successful personal and organizational outcomes. Delegates will explore their own behavioral and leadership styles and learn how to fully engage and develop employees by using state of the art techniques grounded in Neuro-Linguistic Programming NLP, Emotional IntelligenceEI, and psychometric testing.

Week two explores the practical art of communicating to groups and larger audiences. In today's business world, presenting with clarity and confidence is an increasingly valued leadership skill, yet many people have a fear of communicating with larger groups and audiences. This course will take the stress out of presenting by offering a series of strategies that facilitate perfect presentations and give the presenter commanding presence. The program is highly practical. Delegates will have ample opportunity to practice in a supportive environment. They will learn how to structure their materials and to create engaging presentations that inform, educate, and entertain their audiences. The use of effective body language, the importance of tone and projection and the paramount need to make a good early impression are all areas considered to ensure a comprehensive understanding of the principles of communicating to larger audiences. This course is progressive, it builds on existing communication skills, the learning of week one, and structured practical sessions supported by peer and instructor feedback.

Workshop highlights are:

- A hugely interactive and practically based communication experience
- A highly supportive environment, in which each delegate can experiment with their learning and gain valuable feedback
- Tried and tested communication techniques are employed to generate tangible and immediate improvement; genuine progression is clearly observed
- Delegates will leave with greater confidence to face their audiences and an action plan for "commanding presence". They will have the knowledge of how to deliver impressive engaging performances that will mark them out as exceptional employees and will add value to the organization

Course Objectives

The goals of this program are to:

- Develop communication skills and abilities which can be put to immediate use in the workplace
- Recognize personal communication styles and behavioral preferences that impact the influence we have on other people and groups
- Develop strategies for creating a positive work environment and manage conflict effectively

- Recognize differing behavioral styles and learn to adapt to them in order to build lasting rapport
- Identify the essential components of a great presentation and how to implement them in practice
- Learn to use appropriate body language, voice, and tone in order to create a positive and lasting first impression in every situation and presentation
- Build a commanding presence to communicate with impact and influence

Target Audience

This program is designed for:

- Managers, supervisors, and team leaders who need to communicate and present with impact and influence.
- Professionals responsible for delivering presentations, briefings, or reports to internal and external stakeholders.
- HR, training, and development professionals involved in facilitation, coaching, and group communication.
- Sales, marketing, and business development professionals who frequently present ideas, proposals, or solutions.
- Customer-facing professionals who require strong interpersonal, communication, and influencing skills.
- Individuals aiming to overcome fear of public speaking and build confidence in group and audience presentations.
- Employees seeking to enhance leadership presence, emotional intelligence, and advanced communication skills using NLP-based techniques.

Course Outlines

Module 1:

Advanced Communication & Interpersonal Skills

Day 1: How to Build Lasting Rapport

- The art of building lasting rapport
- How to identify behavioral traits and react to them
- How to modify your own behavior to match others
- Sharpen your senses to the signals others are sending you
- Connect with colleagues and clients at a level that creates deeper trust and commitment
- Step into another person's shoes to better appreciate their experiences and motivations
- Read body language in order to understand how others are thinking and responding to you

Day 2: Self Awareness

- Key concepts of NLP
- The relationships between NLP and Emotional Intelligence
- Connecting your feelings for greater self-awareness
- Eliciting emotions
- Noticing your unconscious messages and following your intuitions
- Self-talk and what it means
- Maslow's Hierarchy of Needs
- Internal and external referencing

Day 3: Crystal Clear Communication

- Powerful listening and questioning techniques
- Thinking patterns
- Filters to communication
- The use of Metaphors
- Sub-modalities
- Perceptual positions
- Climates of trust
- Well-formed outcomes
- Communication exercises

Day 4: Empathy

- Review how to sharpen your senses to the signals others are sending you
- Communicating first impressions
- The secrets of body language
- How we communicate
- Filters to communication
- Understanding the science of lying

- Learning Styles
- Modeling - how others do things

Day 5: Motivation

- Logical levels of change
- The importance of values in motivation
- Eliciting values for yourself and your organization
- The secrets of motivation
- Setting goals that motivate
- Creating a positive future for your organization
- Testing your well-formed outcomes
- Stepping into the future

Module 2:

Advanced Presentation Skills

Day 6: The building blocks of effective business presentations

- To fail to prepare is to prepare to fail
- Fears and concerns about presenting
- Working together and the feedback process
- Pre-prepared presentation on the subject of personal choice. Presentation
- Key learning's and outcomes
- Organizing your presentation - Who? What? and Why?

Day 7: Giving structure to your business presentation

- Who is your audience? What are their needs?
- Key elements of the message and why required?
- Structuring the message: the BOMBER process bang/ opening/ message/bridge/ examples/ recap
- Brainstorming materials

- Stage management, the physical environment and visual aids i
- Practical Presentation II: opportunity to repeat delivery of I or differing choice

Day 8: The psychology of presenting: controlling self, stress and emotions

- Top ten fears - irrational fears of presenting
- Handling nervous reactions
- Vocal projection: stories and anecdotes
- The psychology of presenting left and right brain and maintaining audience interest
- VHF -NLP -engaging the audience lighthouse techniques
- Planning for presentation III

Day 9: Business presentations with style

- Managing your audience
- Handling difficult questions
- Handling difficult people!
- Practical Presentation III
- Video Feedback: the power of the captured image!
- Personal Reflections of presentation

Day 10: Fine-tuning for perfect presenting

- Assessing personal performance
- Advanced tools to involve the audience
- Top Ten closing tips for business presenting
- Self-belief: Positive affirmations about presenting
- Business performance coaching for success
- Action planning for the personal, team and organizational improvement

Registration form on the Training Course: Advanced Communication and Presentation Skills

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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:
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Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):
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