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PUBLIC RELATIONS | PR-005

Advanced Communication Skills

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Course content

Why Attend

Whether you communicate under pressure, manage challenges in interpersonal relationships, or look to build lasting rapport, your communication style and competence are the cornerstones for improving your chances of achieving your objectives.

The aim of this course is to assist you in becoming a more effective communicator by identifying people's thinking patterns and preferred learning methods and by tailoring your communication accordingly. Getting a better understanding of how you communicate with others as well as how others communicate with you will improve business and personal relationships. Moreover, this course will help you fine-tune the way you interact with others, which can be the key to your workplace and overall success.

The workshop is designed to be interactive and participatory. It includes various pedagogical tools to enable participants to function effectively and efficiently in a multilateral environment. The course will be built on four pedagogical pillars: concept learning (presentations by the consultant), role playing (group exercises), experience sharing (roundtable discussions) and exposure to case studies and scenarios.

By the end of the course, participants will be able to:

• Use advanced communication tools and skills to deliver various types of messages

• Identify the different personal listening styles and discover their own

• Apply meta programs to improve understanding of people

• Describe and harness the power of body language

• Practice and use assertiveness skills in different situations

• Demonstrate the use of the secrets of influence for effective communication

This course is targeted at employees, supervisors, middle managers and senior managers seeking to take their communication skills to the next level by developing advanced communication techniques and strategies.

• Verbal and non-verbal communication

• Building rapport

• Influencing others

• Inspiring and persuading others



Course content

Why Attend

- Providing and receiving feedback
- Assertiveness

Course outline

Defining effective communication

- Communication: definition and characteristics
- Myths about communication
- Communication functions
- The four laws of communication
- Evolution of communication
- Communicating for results
- Understanding elements of communication
- The element of noise
- Mehrabian's 55-38-7 rule
- Overcoming communication anxiety and other obstacles
- Communication etiquette

The art of listening

- Common listening issues
- Guidelines for effective listening
- Effective listening and paraphrasing techniques
- Understanding different listening styles: active versus passive styles
- Improving the information recall rate



Course content

Course outline

• Assessing personal listening profiles

Internal listening filters

• Understanding the filter system

• Sensory input channels

• Internal filter systems: the 6 layers

• The 6 listening meta programs

• Overcoming the 6 filters when communicating

• Avoiding the loss of information

Mastering body language

• The art of body language

• Components of non verbal communication

• The power of appearance

• Communicating through colors

• Evaluating your body language skills

• Eliciting thinking patterns through eye movement

• Building rapport using body language

Advanced assertiveness skills

• Understanding assertiveness: definition and values

• Components of passive, assertive and aggressive styles

• Assertiveness rights and responsibilities

• Activities for practicing assertive behavior



Course content

Course outline

• Managing criticism assertively

The power of influence and persuasion

• Definition and characteristics of influence

• The 6 principles of persuasion: how to apply them

• Bases and sources of power

• Dealing with difficult people using persuasion



Seminar dates

Available seminar dates

Live dates and pricing for Advanced Communication Skills generated from the course details page.

Date	Location	Format	Fee
9 - 13 November 2026	Rome - Italy	Classroom	**€3,400.-**
14 - 18 December 2026	Kuala lumpur - Malaysia	Classroom	**€1,800.-**
9 - 13 November 2026	Barcelona - Spain	Classroom	**€3,080.-**
14 - 18 December 2026	Frankfurt - Germany	Classroom	**€2,600.-**
18 - 22 January 2027	Barcelona - Spain	Classroom	**€3,080.-**
15 - 19 February 2027	Paris - France	Classroom	**€3,600.-**
15 - 19 March 2027	Frankfurt - Germany	Classroom	**€2,600.-**
19 - 23 April 2027	Barcelona - Spain	Classroom	**€3,080.-**
17 - 21 May 2027	Frankfurt - Germany	Classroom	**€2,600.-**
21 - 25 June 2027	Rome - Italy	Classroom	**€3,400.-**
19 - 23 July 2027	Kuala lumpur - Malaysia	Classroom	**€1,800.-**
16 - 20 August 2027	Istanbul - Turkey	Classroom	**€2,280.-**
20 - 24 September 2027	Vienna - Austria	Classroom	**€3,400.-**
18 - 22 October 2027	Barcelona - Spain	Classroom	**€3,080.-**
15 - 19 November 2027	Paris - France	Classroom	**€3,600.-**
20 - 24 December 2027	Frankfurt - Germany	Classroom	**€2,600.-**