informatech

DATA MANAGEMENT AND BUSINESS INTELLIGENCE | DMBI-002

# Effective Business Communication Techniques


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# Course content

## Why Attend

Effective communication is a critical skill that directly impacts leadership, teamwork, productivity, and business success. Many organizational challenges arise not from lack of technical ability, but from poor communication, unclear messaging, and ineffective stakeholder engagement. This course equips participants with practical tools and techniques to communicate clearly, confidently, and persuasively in professional environments. Participants will learn how to improve verbal, non-verbal, and written communication, manage difficult conversations, and adapt their communication style to different audiences and business situations.

## Course Methodology

This course is highly interactive and practice-oriented. It combines short theoretical inputs with role-playing exercises, group discussions, communication simulations, and real workplace scenarios. Participants will practice presentations, email writing, negotiation dialogues, and feedback sessions. Video analysis and peer feedback may also be used to improve awareness and communication effectiveness.

## Course Objectives

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

- Understand the principles of effective business communication
- Improve verbal, non-verbal, and written communication skills
- Communicate clearly with internal and external stakeholders
- Deliver professional presentations with confidence
- Handle difficult conversations and conflicts effectively
- Write clear, structured, and professional business documents
- Adapt communication style to different audiences
- Enhance listening skills and emotional intelligence in communication

# Course content

## Target Audience

- Managers and Team Leaders
- Project and Operations Staff
- Customer Service and Sales Professionals
- Engineers and Technical Professionals
- Administrative and Support Staff
- Anyone seeking to improve professional communication skills

## Target Competencies

- Clear and structured communication
- Professional writing and email etiquette
- Presentation and public speaking skills
- Active listening and feedback handling
- Interpersonal and cross-functional communication
- Conflict management and negotiation
- Emotional intelligence in workplace communication

## Course outline

### Day 1: Foundations of Business Communication

- Importance of communication in business success
- Communication process and barriers
- Verbal, non-verbal, and written communication
- Principles of clarity, accuracy, and relevance
- Building communication confidence

# Course content

## Course outline

### Day 2: Professional Writing and Email Communication

- Principles of effective business writing
- Structuring emails and business messages
- Tone, clarity, and professionalism in writing
- Common writing mistakes and how to avoid them
- Writing for different business purposes

### Day 3: Verbal Communication and Presentation Skills

- Effective speaking techniques
- Structuring presentations clearly
- Engaging and influencing an audience
- Overcoming nervousness and building confidence
- Use of visuals and supporting materials

### Day 4: Interpersonal Communication and Conflict Handling

- Active listening techniques
- Giving and receiving feedback
- Managing difficult conversations
- Conflict resolution strategies
- Emotional intelligence in communication

### Day 5: Advanced Communication in Business Contexts

- Negotiation and persuasion techniques
- Cross-cultural communication in business
- Stakeholder communication strategies

# Course content

## Course outline

- Crisis and high-pressure communication
- Final role-play and practical assessment

# Seminar dates

## Available seminar dates

Live dates and pricing for Effective Business Communication Techniques generated from the course details page.

| Date | Location | Format | Fee |
|---|---|---|---|
| 10 - 14 August 2026 | Barcelona - Spain | Classroom | **€3,850.-** |
| 14 - 18 September 2026 | Rome - Italy | Classroom | **€4,250.-** |
| 5 - 9 October 2026 | Munich - Germany | Classroom | **€3,450.-** |
| 16 - 20 November 2026 | London - U.K | Classroom | **€4,200.-** |
| 7 - 11 December 2026 | Barcelona - Spain | Classroom | **€3,850.-** |

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| **Live online option** | Online delivery is available at €1,850.-. |