

BUSINESS COMMUNICATION FOR EFFECTIVE BUSINESS MANAGEMENT

““Enhancing Clarity, Influence, and Strategic Impact Through Professional Communication Skills””

Schedule

Date	Venue	Fees (Face-to-Face)
05 – 06 Mar 2026	Dubai, UAE	USD 1995 per delegate

Introduction

Effective communication is at the heart of successful leadership and business management. Whether leading teams, negotiating deals, handling conflict, or presenting ideas, the ability to convey messages clearly and confidently is essential to influence and drive results. Poor communication leads to misunderstandings, low engagement, and strategic misalignment.

This intensive two-day training is designed for managers and professionals who want to enhance their communication style, clarity, and executive presence. Participants will practice key techniques in verbal, written, non-verbal, and virtual communication—tailored to managerial roles and high-stakes business settings .

Objectives

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

- Communicate clearly, concisely, and persuasively in a business context.
- Adapt tone, language, and message for different audiences and stakeholders.
- Deliver impactful presentations, proposals, and business updates.
- Navigate difficult conversations and performance feedback constructively.
- Improve active listening, questioning, and influence skills.
- Use communication to build trust, alignment, and team engagement.

Why Attend

- Enhance your leadership impact by communicating with confidence and clarity.
- Strengthen cross-functional and cross-cultural business relationships.
- Learn how to craft persuasive messaging and structure business content.
- Gain practical tools to improve both in-person and virtual communication.
- Improve collaboration, transparency, and team performance through communication.

Target Audience

This program is designed for:

- Middle to senior managers and business leaders
- Project and team leaders responsible for coordination and influence
- Business professionals seeking to sharpen their communication presence
- Executives who present to clients, partners, or senior leadership

Individual Benefits

Key competencies that will be developed include:

- Professional verbal and written communication
- Active listening and strategic questioning
- Public speaking and business storytelling
- Influence and stakeholder engagement
- Emotional intelligence in communication

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger internal collaboration and clearer decision-making
- Higher engagement and accountability among teams
- Improved negotiation and external business relationships
- Fewer misunderstandings and delays due to miscommunication
- Enhanced leadership presence and organizational trust

Instructional Methodology

- Practical Briefings – Communication frameworks and leadership messaging
- Templates – Email, memo, update, and feedback message models
- Simulations – Conflict resolution, influence, and presentation delivery
- Role Plays – High-stakes business communication scenarios
- Peer Coaching – Feedback and self-assessment
- Workshops – Structuring proposals, storytelling, and verbal clarity

Course Outline

Detailed 2-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of Business Communication

- **Module 1: Communicating as a Leader (07:30 – 09:30)**
 - Communication goals and barriers
 - Personal communication style assessment
 - Choosing the right channel and tone
- **Module 2: Structuring Messages for Impact (09:45 – 11:15)**
 - Clarity, brevity, and logical flow
 - Business emails, reports, and proposals
 - Storytelling and data blending
- **Module 3: Verbal and Non-Verbal Influence (11:30 – 01:00)**
 - Presence, tone, and delivery skills
 - Body language and confidence cues
 - Voice control and engagement techniques
- **Module 4: Workshop – Communication Strategy Clinic (02:00 – 03:30)**
 - Participants craft and review real-world communication examples

Day 2: Influencing, Presenting, and Managing Difficult Conversations

- **Module 5: Presenting to Lead and Inspire (07:30 – 09:30)**
 - Preparing business presentations and briefings
 - Structuring slides and visuals effectively
 - Handling Q&A and difficult audience dynamics
- **Module 6: Active Listening and Conflict Communication (09:45 – 11:15)**
 - Listening for understanding vs. reply
 - Feedback delivery techniques (SBI, DESC models)
 - Navigating pushback, disagreement, and tension
- **Module 7: Virtual and Cross-Cultural Communication (11:30 – 01:00)**
 - Best practices for virtual meetings and remote teams
 - Adapting to cultural differences in tone and directness
 - Communication etiquette and clarity across platforms
- **Module 8: Final Simulation – Stakeholder Communication Role Play (02:00 – 03:30)**
 - Participants present and respond to a high-stakes communication challenge

Certification

Participants who complete the program will receive a **Certificate of Completion in Business Communication for Effective Business Management** , validating their ability to communicate with professionalism, purpose, and strategic impact.

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