

HIGH IMPACT BUSINESS COMMUNICATION TRAINING

“Crafting Clear, Confident, and Persuasive Messages that Drive Results”

Schedule

Date	Venue	Fees (Face-to-Face)
24 - 25 Sep 2026	Dubai, UAE	USD 1995 per delegate

► Available delivery methods: Face-to-Face & Online Training

Introduction

In business, how you communicate is just as important as what you communicate. Whether you're writing a proposal, delivering a presentation, or leading a meeting, your ability to convey ideas clearly and confidently determines your professional impact.

This immersive two-day training equips participants with practical communication techniques to influence, engage, and lead. Through real-world simulations and expert coaching, you'll sharpen your verbal, non-verbal, and written communication skills to increase your presence, persuasiveness, and credibility in any business setting.

Objectives

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

- Deliver messages with clarity, purpose, and structure.
- Adapt communication style to audience and context.
- Speak confidently in meetings, presentations, and one-on-one interactions.
- Use body language and vocal tone to reinforce your message.
- Write emails, reports, and proposals that are concise and professional.
- Handle objections, questions, and feedback constructively.

Why Attend

- Gain greater confidence and executive presence in all professional interactions.
- Improve clarity and persuasiveness in both written and spoken communication.
- Learn frameworks for presenting complex ideas with simplicity and structure.
- Reduce miscommunication and misunderstandings at work.
- Build stronger connections with colleagues, clients, and stakeholders.

Target Audience

This program is designed for:

- Mid- to senior-level professionals in leadership roles
- Project managers, team leaders, and client-facing professionals
- Business development, HR, and communication officers
- Professionals who want to sharpen their presentation, writing, and interpersonal skills

Individual Benefits

Key competencies that will be developed include:

- Verbal fluency and structured speaking
- Professional writing and summarization
- Presence and credibility in communication
- Storytelling and visual communication
- Listening, framing, and influencing

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- More effective meetings, presentations, and cross-functional communication
- Stronger external communication with customers and partners
- Reduced delays, confusion, and communication-related inefficiencies
- Enhanced team collaboration and knowledge sharing
- Greater professional polish and brand consistency

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Mini-Lectures – Business communication principles and psychology
- Practice Labs – Simulated meetings, speaking, and writing drills
- Tools – Message maps, structure templates, and feedback models
- Peer Review – Small-group presentation and critique
- Role-Plays – Handling objections, questions, and difficult conversations
- Reflection – Communication style profiling and development planning

Course Outline

Training Hours: 7:30 AM - 3:30 PM

Daily Format : 3-4 Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 - 02:00

Day 1: Foundations of Impactful Business Communication

• **Module 1: Principles of Clear and Purposeful Communication (07:30 - 09:30)**

- Structuring your message: clarity, brevity, relevance
- Understanding your audience and goal
- Communication confidence and mindset

• **Module 2: Verbal Presence and Vocal Power (09:45 - 11:15)**

- Vocal modulation, tone, and pacing
- Using silence and emphasis effectively
- Common voice and body language mistakes

• **Module 3: Effective Business Writing (11:30 - 01:00)**

- Professional emails, memos, and summaries
- Using formatting and tone to guide readers
- Eliminating wordiness and ambiguity

• **Module 4: Writing Lab - Edit and Refine (02:00 - 03:30)**

- Group review and revision of sample business communications
- Applying clarity, tone, and structure principles

Day 2: Presentation, Influence & Relationship Building

• **Module 5: High-Impact Presentations and Briefings (07:30 - 09:30)**

- Designing powerful openings and closings
- Organizing ideas for retention and action
- Using visuals and storytelling for influence

• **Module 6: Interpersonal Communication & Listening Skills (09:45 - 11:15)**

- Reading cues and responding to feedback
- Active listening for better understanding
- Dealing with interruptions and group dynamics

• **Module 7: Persuasive Dialogue and Objection Handling (11:30 - 01:00)**

- Responding to pushback constructively
- Negotiation, feedback, and idea framing
- The “agree-build-redirect” technique

• **Module 8: Final Simulations & Personal Action Plan (02:00 - 03:30)**

- Live pitch or presentation delivery with peer coaching
- Feedback summary and communication development planning

Certification

Participants who complete the program will receive a Certificate of Completion in **High Impact Business Communication Training**, recognizing their enhanced ability to communicate clearly, confidently, and professionally in all business contexts.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

<p>In-House / Customized Training</p> <p>Interested in running this course for your team?</p> <p>Please contact us:</p>	<p>TEL:</p> <p>+601116373203</p>	<p>EMAIL:</p> <p>info@mawaevents.net</p>
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