MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

EFFECTIVE BUSINESS COMMUNICATION FOR BUSINESS MANAGEMENT

"Mastering Communication Skills for Strategic Decision-Making and Organizational Success"

Schedule

Date	Venue	Fees (Face-to-Face)
23 – 24 Sep 2026	Manama – Bahrain	USD 1995 per delegate
23 – 24 Nov 2026	Dubai – UAE	USD 1995 per delegate

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

Introduction

In the fast-paced world of business management, effective communication is a key driver of success. From delivering clear messages to stakeholders, leading teams, negotiating with clients, and presenting ideas to executives, strong communication skills are vital for ensuring organizational alignment, achieving strategic goals, and driving growth.

This 2-day intensive course is designed to equip business managers with the tools and techniques needed to communicate effectively in a wide range of professional settings. Participants will learn how to enhance their communication strategies, build strong relationships, and influence outcomes through tailored messaging, presentation skills, and negotiation tactics.

Objectives

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

- Master the fundamentals of business communication, including active listening and clarity in message delivery
- Use different communication styles to adapt to various business situations and audiences
- Build strong interpersonal relationships and manage cross-functional communication
- Enhance leadership capabilities through effective team communication and conflict resolution
- Develop persuasive communication techniques for negotiations and presentations

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Why Attend

- Improve your ability to communicate complex ideas in a simple and compelling manner
- Strengthen relationships with clients, colleagues, and senior management through clear communication
- Gain confidence in delivering impactful presentations and leading discussions
- Learn how to manage and resolve conflicts through effective communication
- Enhance your leadership presence and influence across teams and organizations

Target Audience

This program is designed for:

- Business managers and executives
- Team leaders and department heads
- HR managers and training coordinators
- Entrepreneurs and anyone in a decision-making role
- Professionals looking to improve their communication skills for career advancement

Individual Benefits

Key competencies that will be developed include:

- Strong verbal and non-verbal communication skills
- Ability to tailor messages to different audiences and stakeholders
- Leadership communication for motivating and influencing teams
- Enhanced negotiation and presentation skills
- Conflict resolution and handling difficult conversations

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved internal and external communication efficiency
- Stronger team collaboration and alignment towards organizational goals
- Better negotiation outcomes with clients, suppliers, and partners
- Increased confidence in dealing with challenging situations and resolving conflicts
- A more cohesive organizational culture driven by transparent and effective communication

Instructional Methodology

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

- Strategy Briefings – Key communication theories, models, and best practices for business management
- Case Studies – Real-world examples of communication successes and challenges in business settings
- Workshops – Interactive role-play exercises, negotiation simulations, and presentation practice
- Peer Exchange – Group discussions and feedback on improving communication strategies
- Tools – Templates for effective communication plans, presentation structures, and negotiation tactics

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Course Outline

DETAILED 2-DAY COURSE OUTLINE

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

Day 1: Foundations of Business Communication and Leadership

- Module 1: The Fundamentals of Effective Communication (07:30 – 09:30) • Understanding communication models and channels • Importance of active listening and feedback • Identifying barriers to effective communication
- Module 2: Tailoring Communication to Your Audience (09:45 – 11:15) • Adjusting communication styles for different audiences • Cross-functional communication: working with teams, clients, and senior executives • Cultural considerations in communication
- Module 3: Leadership Communication (11:30 – 01:00) • Communicating vision, goals, and expectations to teams • Motivating and inspiring teams through communication • Managing communication in crisis situations
- Workshop – Communication Style Assessment and Application (02:00 – 03:30) • Evaluate your personal communication style • Develop strategies to improve communication with different audiences

Day 2: Persuasion, Negotiation, and Presentation Skills

- Module 1: Persuasive Communication for Business Success (07:30 – 09:30) • The art of persuasion and influencing others • Building credibility and trust in communication • Framing messages for maximum impact
- Module 2: Negotiation Skills for Business Leaders (09:45 – 11:15) • Key negotiation strategies and tactics • Handling objections and overcoming resistance • Creating win-win outcomes and maintaining positive relationships
- Module 3: Presentation and Public Speaking Skills (11:30 – 01:00) • Structuring an impactful presentation • Engaging your audience through body language, visuals, and storytelling • Managing nerves and boosting your confidence
- Workshop – Persuasion, Negotiation, and Presentation Practice (02:00 – 03:30) • Practice a negotiation scenario or a business presentation in front of peers • Receive feedback and refine delivery

Certification

Participants will receive a Certificate of Completion in Effective Business Communication for Business Management, validating their ability to use communication as a strategic tool for business success and leadership effectiveness.

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.

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

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