MAWA EVENTS

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

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

THE ART OF ADVANCED COMMUNICATION

“Mastering Strategic Influence, Persuasion, and Executive Presence in Professional Settings”

Schedule

Date	Venue	Fees (Face-to-Face)
11 – 15 May 2026	Kuala Lumpur, Malaysia	USD 3495 per delegate

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

Introduction

In today\'s highly competitive and fast-paced professional world, communication is more than just transmitting information—it’s about creating impact. Mastering advanced communication allows leaders, managers, and professionals to inspire teams, navigate conflict, negotiate effectively, and influence stakeholders across organizational levels.

This immersive 5-day course is designed to elevate your communication from functional to influential. Participants will explore strategic messaging, emotional intelligence, executive presence, persuasive techniques, and powerful storytelling to drive outcomes and enhance credibility in high-stakes interactions.

Objectives

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

- Communicate with clarity, confidence, and purpose across all mediums
- Adapt messages to diverse audiences and organizational contexts
- Apply advanced persuasion and influence techniques in negotiations and presentations
- Manage conflict, give feedback, and handle challenging conversations tactfully
- Develop an executive presence that enhances professional credibility

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Why Attend

- Move beyond basic communication into influential, high-impact dialogue
- Enhance personal brand and leadership visibility
- Learn the psychological principles of persuasion and influence
- Master difficult conversations, stakeholder engagement, and messaging strategy
- Build the presence and credibility to lead in complex environments

Target Audience

This program is designed for:

- Leaders and mid-to-senior level managers
- Team supervisors and department heads
- HR, PR, sales, and training professionals
- Project managers and client-facing roles
- Anyone seeking to strengthen communication and leadership influence

Individual Benefits

Key competencies that will be developed include:

- Strategic verbal and non-verbal communication
- High-impact presentation and public speaking skills
- Advanced listening, questioning, and feedback techniques
- Conflict resolution and negotiation under pressure
- Enhanced self-awareness and interpersonal influence

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger leadership communication across teams and departments
- Improved internal collaboration and conflict management
- Elevated client relations and stakeholder engagement
- More effective meetings, negotiations, and presentations
- A culture of open, clear, and purposeful communication

Instructional Methodology

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

- Executive Briefings – Frameworks for influential communication
- Role Plays – Realistic scenarios and simulated conversations
- Video Feedback – Analyze and improve communication style
- Workshops – Message crafting, pitch building, and storytelling
- Communication Tools – Templates, checklists, and personal action plans

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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 Strategic Communication

- Module 1: Communication Styles and Self-Awareness (07:30 – 09:30) • Discovering your communication profile • Adapting to others' styles (DISC, MBTI models) • Self-awareness in high-stakes dialogue
- Module 2: The Psychology of Communication (09:45 – 11:15) • How perception, emotion, and bias affect messages • Building trust and credibility through consistency • Barriers to communication and how to overcome them
- Module 3: Clarity, Structure, and Framing (11:30 – 01:00) • Organizing ideas for clarity and retention • The "What–Why–How" messaging model • Tailoring content for impact
- Module 4: Workshop – Craft and Deliver a Key Message (02:00 – 03:30) • Practice structuring and delivering a persuasive message

Day 2: Influence, Persuasion & Executive Presence

- Module 5: The Art of Persuasion (07:30 – 09:30) • Ethos, pathos, logos: the 3 persuasive appeals • Using storytelling to influence and inspire • Persuasion tactics in meetings and presentations
- Module 6: Executive Presence and Non-Verbal Mastery (09:45 – 11:15) • Posture, tone, gestures, and eye contact • Credibility and gravitas in leadership conversations • Mindset and body language alignment
- Module 7: Presentation Excellence (11:30 – 01:00) • Engaging audiences in-person and virtually • Visual aids, voice modulation, and storytelling structure • Opening and closing with impact
- Module 8: Video Coaching – Presentation Feedback (02:00 – 03:30) • Record and analyze a short leadership speech

Day 3: Communication in Teams & Organizations

- Module 9: Listening with Impact (07:30 – 09:30) • Levels of listening: internal, focused, and global • Active listening strategies • Showing empathy without losing authority
- Module 10: Collaborative Communication and Team Alignment (09:45 – 11:15) • Communicating expectations and accountability • Facilitating productive dialogue in teams • Using feedback to drive performance
- Module 11: Communicating Across Cultures and Hierarchies (11:30 – 01:00) • Power distance, formality, and communication norms • Language, tone, and misunderstandings • Global business etiquette
- Module 12: Workshop – Run a Team Alignment Conversation (02:00 – 03:30) • Practice structuring a challenging team discussion

Day 4: Conflict Resolution and Difficult Conversations

- Module 13: Managing Difficult Conversations (07:30 – 09:30) • Why we avoid tough conversations and how to face them • Dealing with emotional responses and defensiveness • The "CLEAR" model for conflict
- Module 14: Feedback That Motivates (09:45 – 11:15) • Constructive vs destructive feedback • The SBI and DESC frameworks • Receiving feedback with grace and professionalism
- Module 15: Navigating Conflict with Confidence (11:30 – 01:00) • Conflict styles and the Thomas-Kilmann model • Turning disagreement into growth • Negotiation tactics in conflict resolution
- Module 16: Workshop – Difficult Conversation Role-Play (02:00 – 03:30) • Live practice and peer feedback

Day 5: Communication for Leadership & Change

- Module 17: Leading Through Communication (07:30 – 09:30) • Aligning words, actions, and strategy • Influencing upward and managing stakeholders • Visionary and values-based communication
- Module 18: Communication in Change & Crisis (09:45 – 11:15) • Crisis messaging principles • Communicating uncertainty with transparency • Building trust through change narratives
- Module 19: Creating a Personal Communication Action Plan (11:30 – 01:00) • Assessing growth areas and feedback • Action planning for communication mastery

- Module 20: Capstone – Final Presentation & Feedback (02:00 – 03:30) • Deliver a final presentation incorporating all techniques • Receive individualized coaching and certificate presentation

Certification

Participants will receive a Certificate of Completion in The Art of Advanced Communication, validating their mastery of strategic messaging, influence, interpersonal awareness, and high-impact communication in professional and leadership roles.

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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