

COMMUNICATION WITH IMPACT

"Mastering the Art of Persuasive, Purposeful, and High-Impact Communication in Leadership and Business"

Schedule

Date	Venue	Fees (Face-to-Face)
29 - 31 Jul 2026	Dubai - UAE	USD 2495 per delegate

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

Introduction

In today's dynamic and fast-paced business environment, impactful communication is a vital leadership skill. Whether influencing stakeholders, delivering strategic messages, or managing teams, the ability to communicate clearly and persuasively can make or break success.

This highly interactive course develops core communication competencies including message clarity, active listening, emotional intelligence, non-verbal communication, and storytelling. Participants will build confidence, credibility, and influence across organizational levels and diverse audiences through hands-on exercises and personalized feedback.

Objectives

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

- Deliver clear, concise, and audience-focused messages
- Use body language, voice, and presence to amplify impact
- Apply emotional intelligence to connect with diverse audiences
- Handle difficult conversations and give constructive feedback
- Adapt communication style for various professional contexts

Why Attend

- Enhance your ability to influence, lead, and inspire through communication
- Learn how to manage conflict and handle challenging conversations
- Strengthen executive presence and message delivery techniques
- Boost team collaboration and engagement through effective communication
- Practice real-world scenarios in a safe and structured environment

Target Audience

This program is designed for:

- Managers and team leaders across all functions
- Project and operations supervisors
- Professionals in customer-facing or stakeholder roles
- Anyone seeking to improve their communication confidence and influence
- Emerging leaders preparing for management responsibilities

Individual Benefits

Key competencies that will be developed include:

- Persuasive communication and public speaking
- Active listening and empathy
- Conflict resolution and negotiation
- Personal branding and executive presence
- Verbal and non-verbal communication mastery

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Stronger internal collaboration and team communication
- Enhanced client and stakeholder relationship management
- Reduced conflict and improved morale in teams
- Clearer messaging in strategic initiatives
- Consistent communication culture across departments

Instructional Methodology

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

- Strategy Briefings - Communication models, neuroscience of influence, and delivery tools
- Case Studies - Impactful communication across leadership, sales, and service
- Workshops - Elevator pitch, storytelling, and tough conversation practice
- Peer Exchange - Feedback and reflection from colleagues and facilitators
- Tools - Message framing templates, listener profiling, body language grids

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 Powerful Communication

- Module 1: The Psychology and Principles of Impactful Communication (07:30 - 09:30) • Communication intent, barriers, and delivery
- Module 2: Audience Awareness and Message Design (09:45 - 11:15) • Message mapping, tone setting, context framing
- Module 3: Non-Verbal Communication and Body Language (11:30 - 01:00) • Gestures, eye contact, posture, appearance
- Module 4: Workshop - Personal Communication Style Assessment (02:00 - 03:30) • Identify strengths and development areas

Day 2: Emotional Intelligence and Persuasion

- Module 5: Emotional Intelligence and Empathy in Communication (07:30 - 09:30) • Self-awareness, empathy, and emotional triggers
- Module 6: Storytelling for Influence and Engagement (09:45 - 11:15) • Narrative frameworks, voice modulation, memorability
- Module 7: Communicating Under Pressure (11:30 - 01:00) • Crisis communication, conflict handling, managing emotions
- Module 8: Workshop - Deliver a 3-Minute Persuasive Speech (02:00 - 03:30) • Peer evaluation and facilitator coaching

Day 3: Executive Presence and Situational Communication

- Module 9: Communication for Leadership, Teams, and Conflict (07:30 - 09:30) • One-on-ones, team talks, stakeholder briefings
- Module 10: Giving and Receiving Constructive Feedback (09:45 - 11:15) • Framing, listening, de-escalation
- Module 11: Communication Planning and Follow-Up (11:30 - 01:00) • Pre-meeting prep, message reinforcement, follow-through
- Module 12: Final Workshop - Present a Communication Strategy for a Real Challenge (02:00 - 03:30) • Roleplay and feedback-based delivery

Certification

Participants will receive a Certificate of Completion in Communication with Impact, validating their ability to deliver powerful messages, engage audiences, and lead with clarity, confidence, and credibility across professional settings.

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Interested in running this course for your team?

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