MAWA EVENTS

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

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HIGH IMPACT BUSINESS COMMUNICATION

"Master the Art of Clear, Persuasive, and Professional Communication in the Workplace."

Schedule

Venue (InHouse)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

Effective communication is the backbone of successful business operations. High Impact Business Communication equips professionals with the skills to convey ideas clearly, influence stakeholders, and build strong professional relationships. This course focuses on enhancing verbal, non-verbal, and written communication, as well as active listening, presentation, and interpersonal skills essential for today's dynamic business environment.

Participants will learn practical strategies to communicate confidently, handle challenging conversations, and present information in a compelling and professional manner. Through interactive exercises, role-plays, and case studies, attendees will gain the tools to influence, negotiate, and engage with colleagues, clients, and leadership effectively.

Objectives

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

- Understand the principles of high-impact business communication.
- Develop clarity, conciseness, and professionalism in written and verbal communication.
- Enhance active listening and questioning skills for better understanding.
- Master presentation skills and persuasive techniques.
- Manage difficult conversations and handle workplace communication challenges.
- Build interpersonal relationships and improve teamwork through effective communication.
- Apply communication strategies to influence, negotiate, and engage stakeholders.
- Use digital communication tools effectively for professional purposes

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Why Attend

Strong communication skills are essential for career growth and organizational success. This course empowers professionals to articulate ideas clearly, make a lasting impression, and achieve business objectives efficiently. Whether you are leading a team, interacting with clients, or participating in cross-functional projects, mastering high-impact communication will enhance your professional effectiveness.

Target Audience

This course is suitable for:

- Managers and Team Leaders
- Executives and Supervisors
- Human Resource Professionals
- Sales and Marketing Professionals
- Project Managers and Coordinators
- Customer Service and Client Relations Staff
- Professionals seeking to enhance workplace communication skills

Individual Benefits

- Improve clarity, confidence, and professionalism in communication.
- Enhance persuasion and influence in workplace interactions.
- Develop active listening and empathetic communication skills.
- Gain confidence in presentations and public speaking.
- Learn to handle difficult conversations effectively.
- Strengthen interpersonal relationships and collaboration.
- Increase career advancement opportunities through enhanced communication skills.

Organizational Benefits

- Improve overall workplace communication and collaboration.
- Enhance client interactions, negotiations, and relationship-building.
- Reduce misunderstandings, conflicts, and communication gaps.
- Strengthen team performance and productivity.
- Foster a culture of professionalism, clarity, and engagement.
- Support organizational goals through effective messaging and presentations.

Instructional Methodology

The training employs an interactive, hands-on approach through:

- Group discussions and brainstorming sessions
- Role-plays and scenario-based exercises
- Presentation and speech practice
- Case studies of effective business communication
- Feedback and coaching for skill improvement
- Exercises on email, report writing, and professional documentation

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Course Outline

Module 1: Fundamentals of Business Communication

Module 2: Verbal Communication Skills – Clarity, Tone, and Articulation

Module 3: Active Listening and Effective Questioning

Module 4: Written Communication – Emails, Reports, and Proposals

Module 5: Non-Verbal Communication and Body Language

Module 6: Presentation Skills and Persuasive Techniques

Module 7: Handling Difficult Conversations and Conflict Resolution

Module 8: Communication for Leadership and Team Management

Module 9: Digital Communication Tools and Professional Etiquette

Module 10: Capstone Activity – Delivering a High-Impact Business Presentation

Certification

Upon successful completion, participants will receive a Certificate in High Impact Business Communication, acknowledging their expertise in professional communication, presentation skills, and workplace influence.

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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